Master Plan Amendment Proposal

Submitted by:

Santa Fe Land Improvement Co.

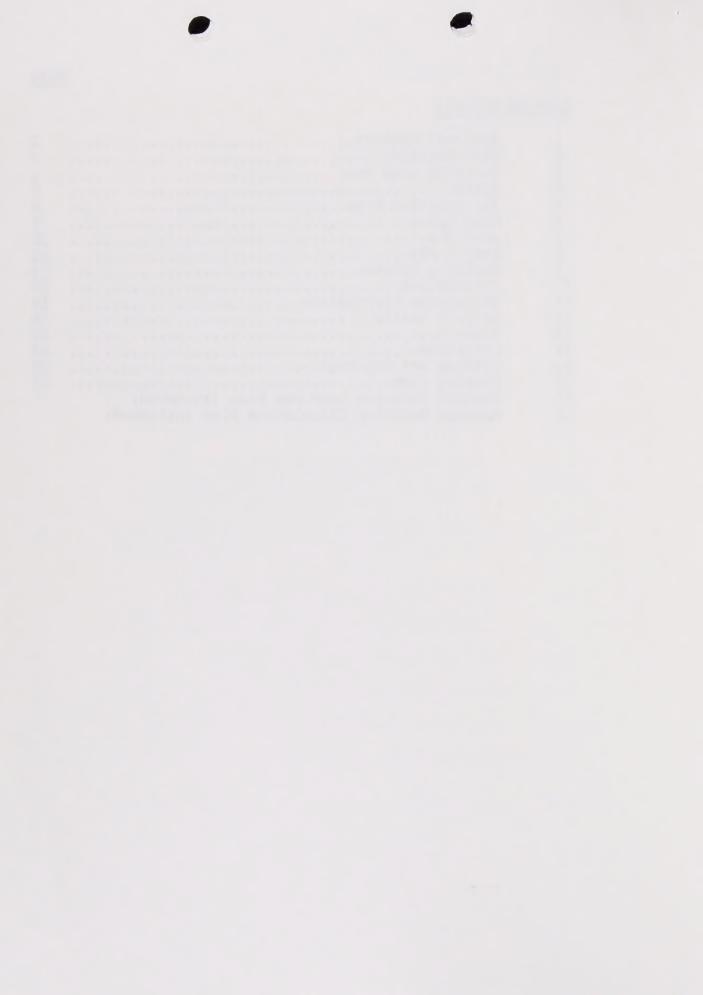
December 8, 1983

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1.0.0 SCOPE AND PURPOSE

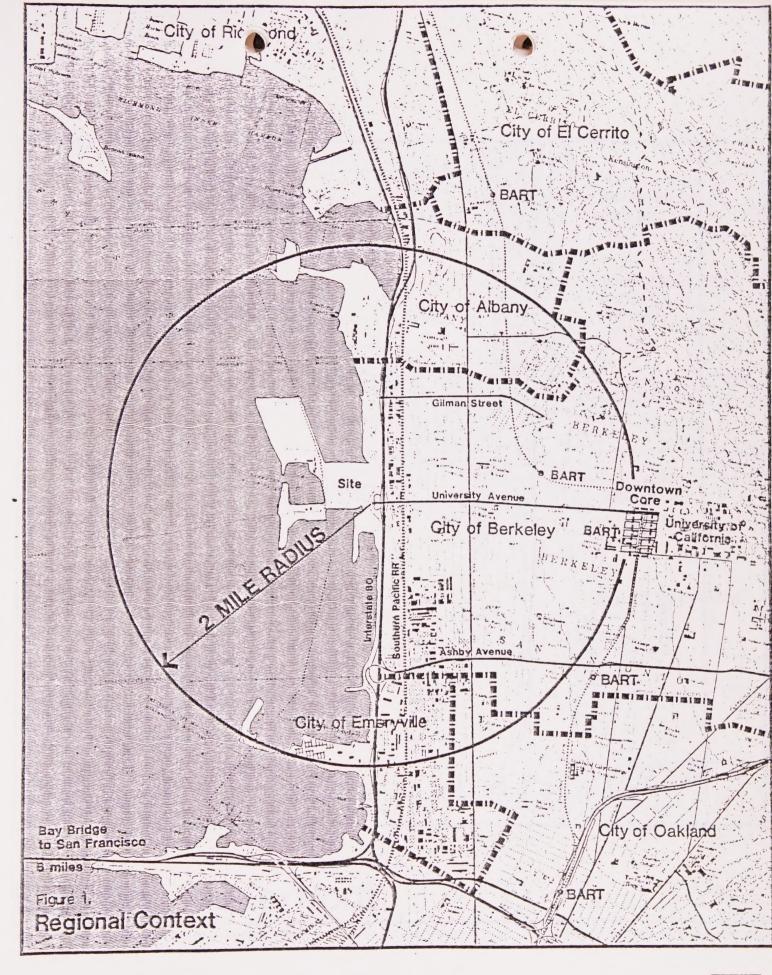
The purpose of the following submittal is to apply for a Master Plan Amendment for the project described below. Amendments to the Master Plan and a completed Environmental Information Form follow a description of the project. The project is proposed by the Santa Fe Land Improvement Company for their land holdings on the Berkeley Waterfront.

2.0.0 PROJECT DESCRIPTION

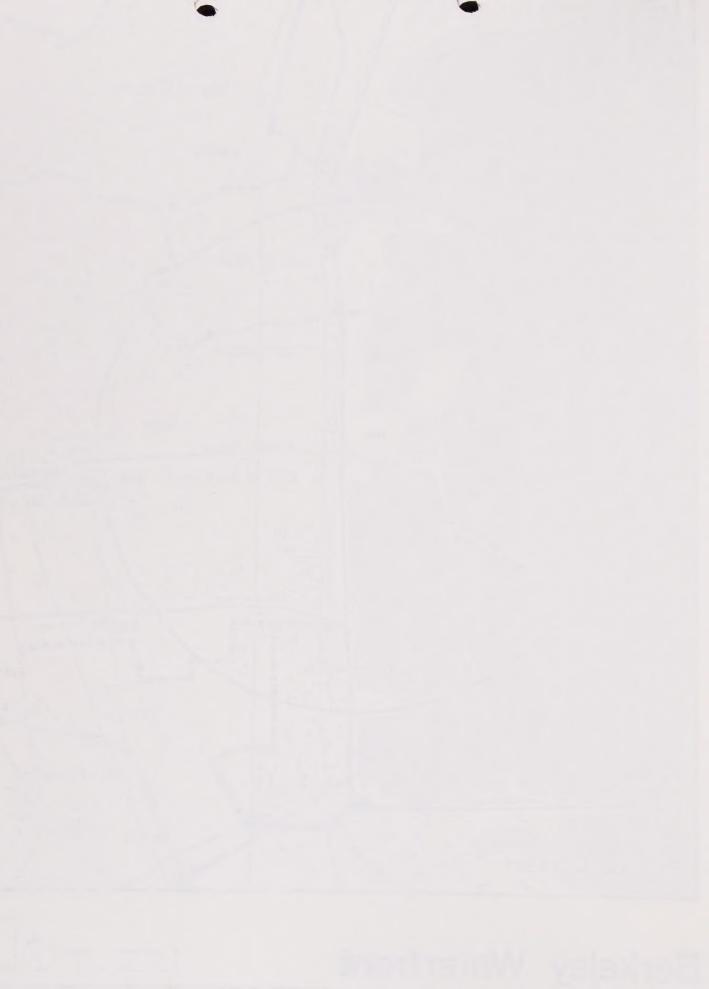
The following chapter briefly reviews Santa Fe's proposal for the Berkeley Waterfront. Additional information on Santa Fe's waterfront lands may be found in Environmental Reconnaissance of the Berkeley Waterfront (July, 1983). The development proposal is explained more fully in The Waterfront at Berkeley: Santa Fe's Concept for the Eastshore (November, 1983).

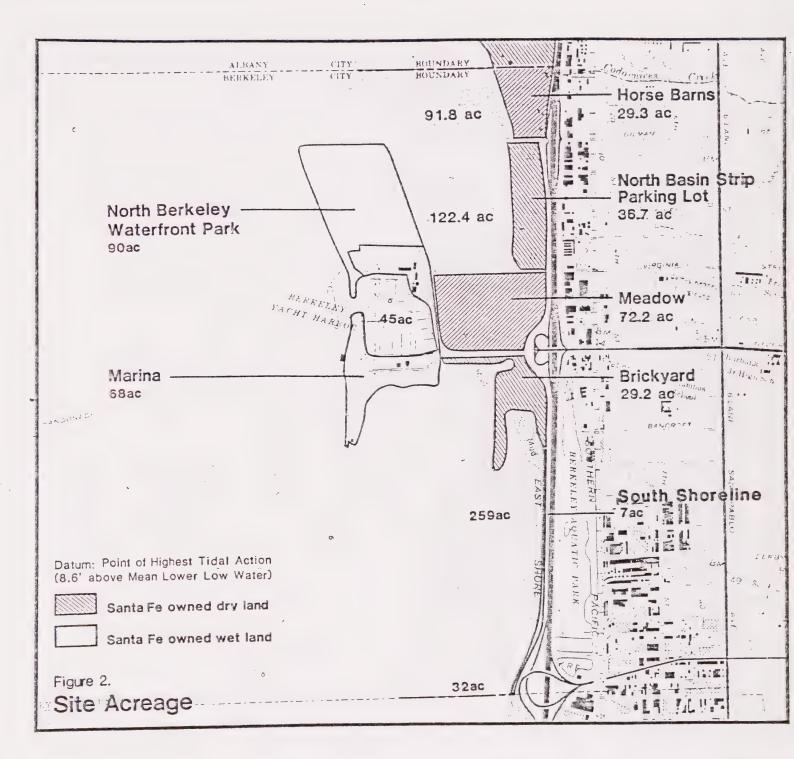
2.1.0 INTRODUCTION

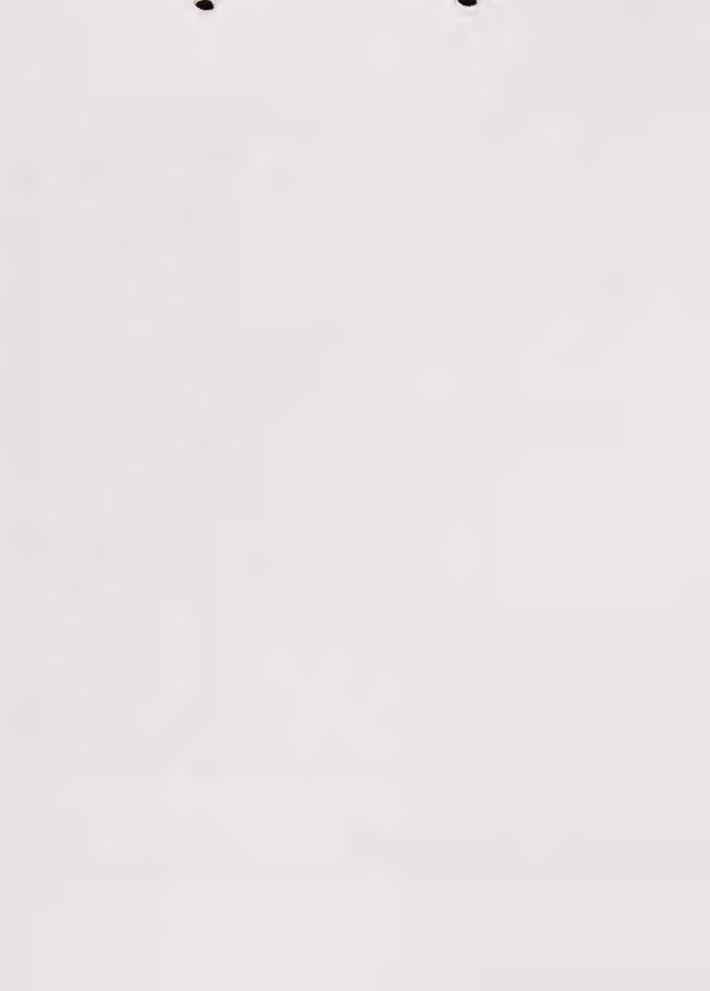
- 2.1.1 Ownership, Location, and Acreage -- Within the City of Berkeley, Santa Fe Land Improvement Company owns 174 acres of dry land and 505 acres of wetland. The ownership includes all of the land, both dry and subject to tidal action, lying immediately west of Interstate 80 and the Frontage Road, from Emeryville on the south to Albany on the north. The western boundary is the City-owned marina property and its underwater extensions north and south. The 174 acres of Santa Fe dry lands includes the Meadow (72 acres), the South Basin Shoreline (7 acres), and the North Basin Shoreline (66 acres). All of the dry lands are presently vacant, although approximately 47 acres are under lease to Golden Gate Fields for use as a parking area (see Figures 1 and 2).
- Adjacent Property Uses Surrounding and nearby land uses include the 68-acre Berkeley Marina and related commercial-recreational uses (restaurants, office buildings, Marriott Hotel, marina, chandlery, boat repair, club house, and 13 acres of marina parks) and the 90-acre sanitary landfill soon to become the North Waterfront Park (8 acres of park are already completed). To the east of the area, across the I-80 freeway, is a mix of commercial, residential, and industrial development. To the south is the Emeryville Redevelopment Area. To the north is Golden Gate Fields racetrack in Albany.

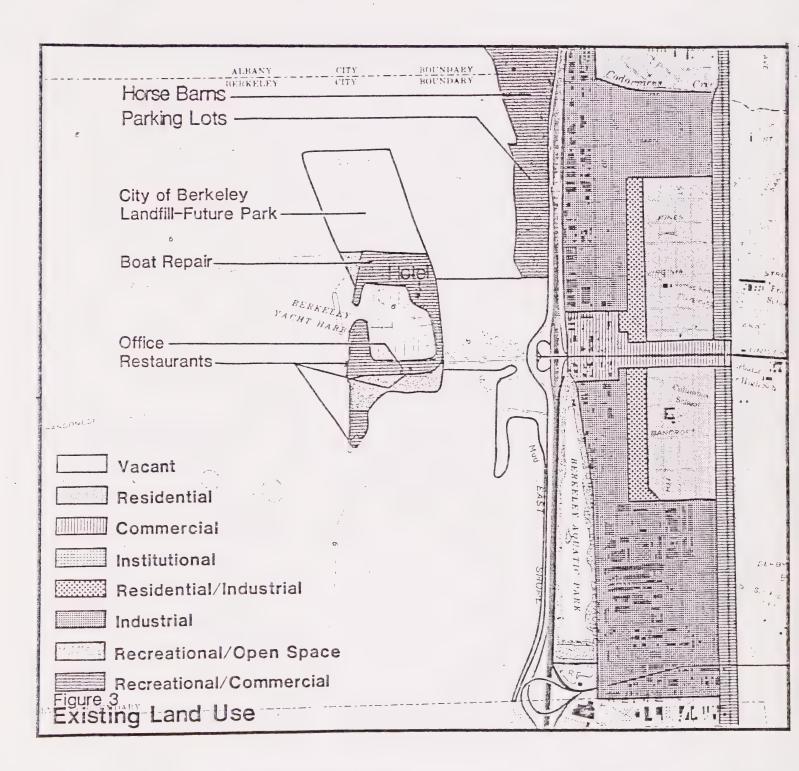


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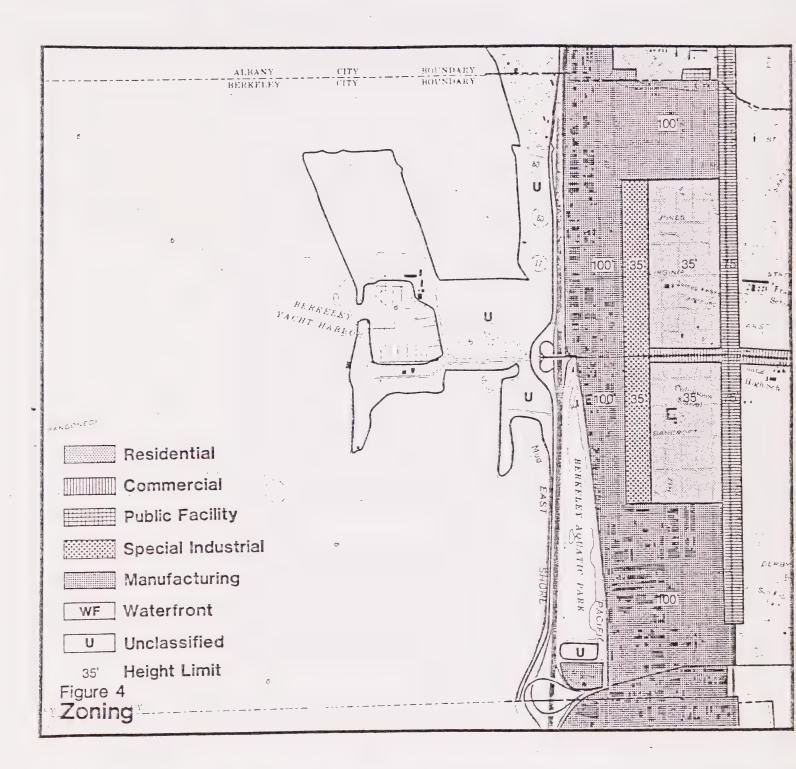














2.1.3 Planning History -- The current City of Berkeley
Master Plan and zoning designation for the property
is "U" (unclassified). The Bay Conservation and
Development Commission has permit jurisdiction for
any improvements within 100 feet inland of the
shoreline.

2.1.4 Natural and Cultural Conditions --

Geology: Santa Fe lands are located entirely on fill over sedimentary deposits of bay mud and stiff clay. These materials range in bearing capacity, but all potential seismic and geologic hazards can be mitigated by current state-of-the-art foundation and structural design.

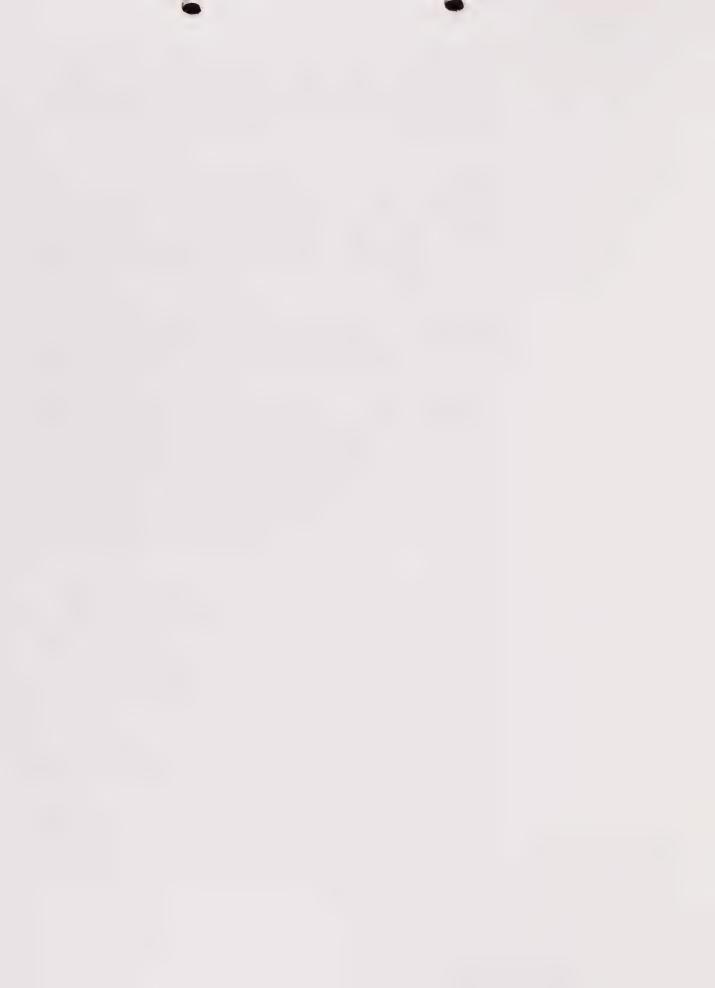
Climate: Climatic conditions are governed by exposure to the marine conditions of San Francisco Bay. Persistent westerly winds maintain cool temperatures and high air quality at the waterfront.

Ecology: There are no rare or endangered plant or animal species on the site. There is a significant population of shorebirds and other birds which make their habitat on the mudflats of the site. There are no existing significant marsh habitats, although the Brickyard Cove mudflat is potentially suitable for salt marsh development and a wildlife habitat. The high levels of fecal coliform emanating from City of Berkeley storm drains have contaminated clams and mussels in the vicinity of storm drain outfalls.

Traffic and Access: Interstate 80 separates the waterfront from the rest of Berkeley and provides major north-south circulation for the East Bay. University Avenue provides the main access to the site, with additional access at Gilman Street and Ashby Avenue. The #51 AC bus route serves the waterfront. The North Berkeley BART station is approximately one mile east of the site.

Noise: The I-80 freeway is the major source of environmental noise. Existing and projected noise levels can be mitigated to acceptable levels for all land uses by conventional design.

<u>Views</u>: The views of San Francisco Bay are a major visual asset in Berkeley. The major views of the waterfront property are from the Berkeley Hills, the West Frontage Road, the University and Gilman I-80



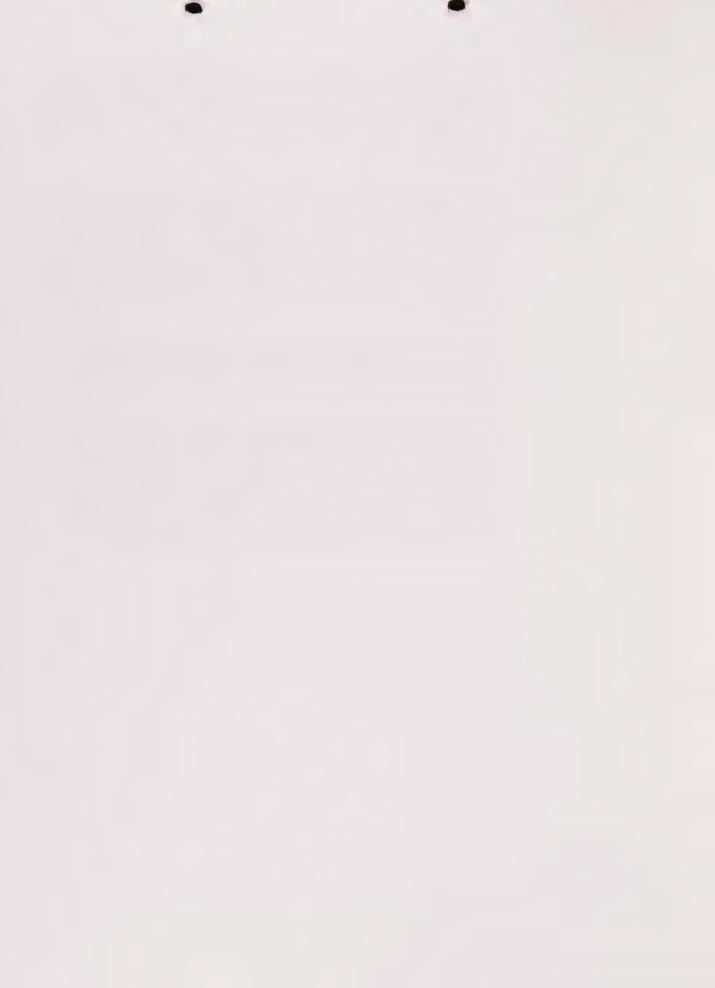
overpasses, and from University Avenue east of San Pablo. Visual impact of new development can be mitigated by providing sensitively composed building massing, and protecting view corridors to the bay from the hills and other vista points.

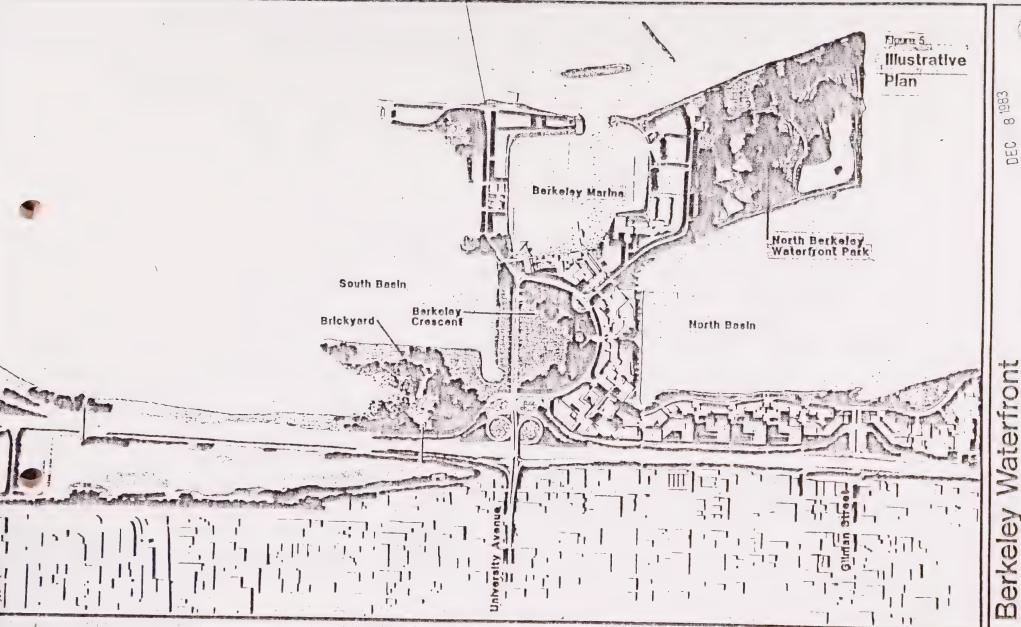
2.2.0 DEVELOPMENT PLAN

2.2.1 Open Space Concepts — The proposed design is organized by an open space system covering half of Santa Fe's dry lands in Berkeley. A network of parks, beaches, trails, promenades, nature areas, and plazas will bring people to the waterfront and create an appropriate setting for development. The open space system is based on the following principles:

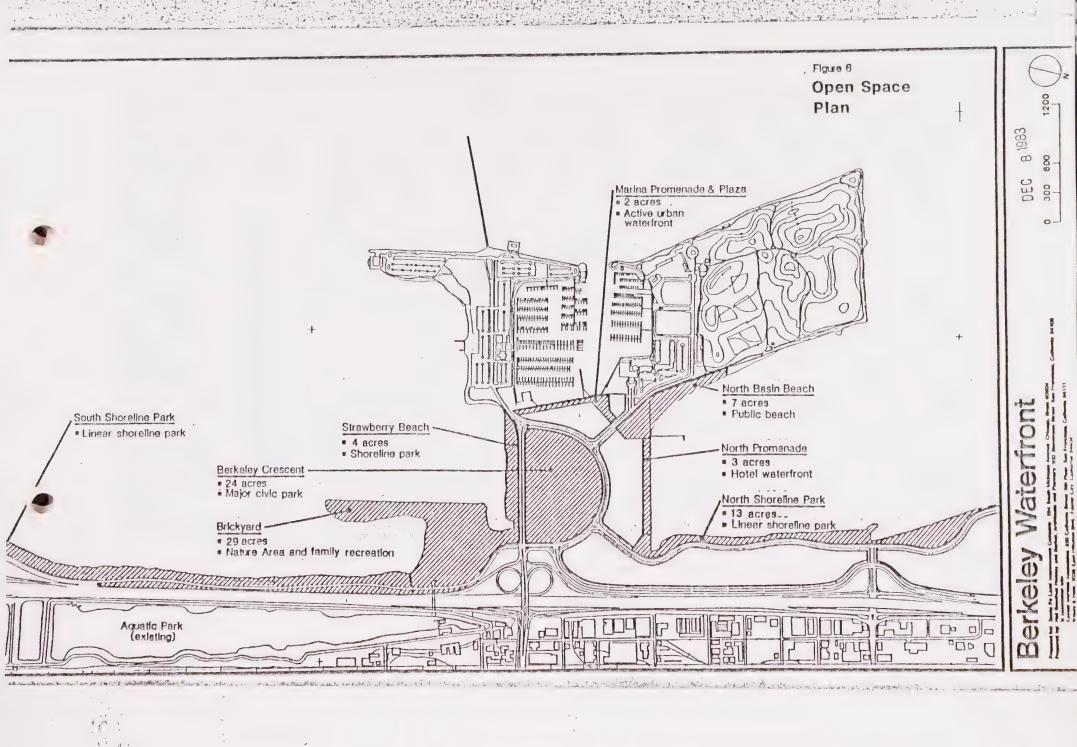
Preserve the most scenic areas for open space: These will include the entire shoreline, areas with partial or panoramic water views, and land along University Avenue.

Create a continuous Shoreline Park: The design devotes Santa Fe's entire 3.5-mile shoreline in Berkeley, plus its Emeryville and Albany shoreline, to open space. Combined with existing and proposed city parks, this decision will create a 17-mile Shoreline Park that includes nature preserves, active recreation areas, civic parks, trail systems, and waterfront promenades.









Create a major civic park: The proposed Berkeley Crescent will provide a 24-acre park at the water-front terminus of University Avenue. The Crescent will include an open meadow with bay views, an outdoor theater, and a forest edge to buffer wind and traffic noise.

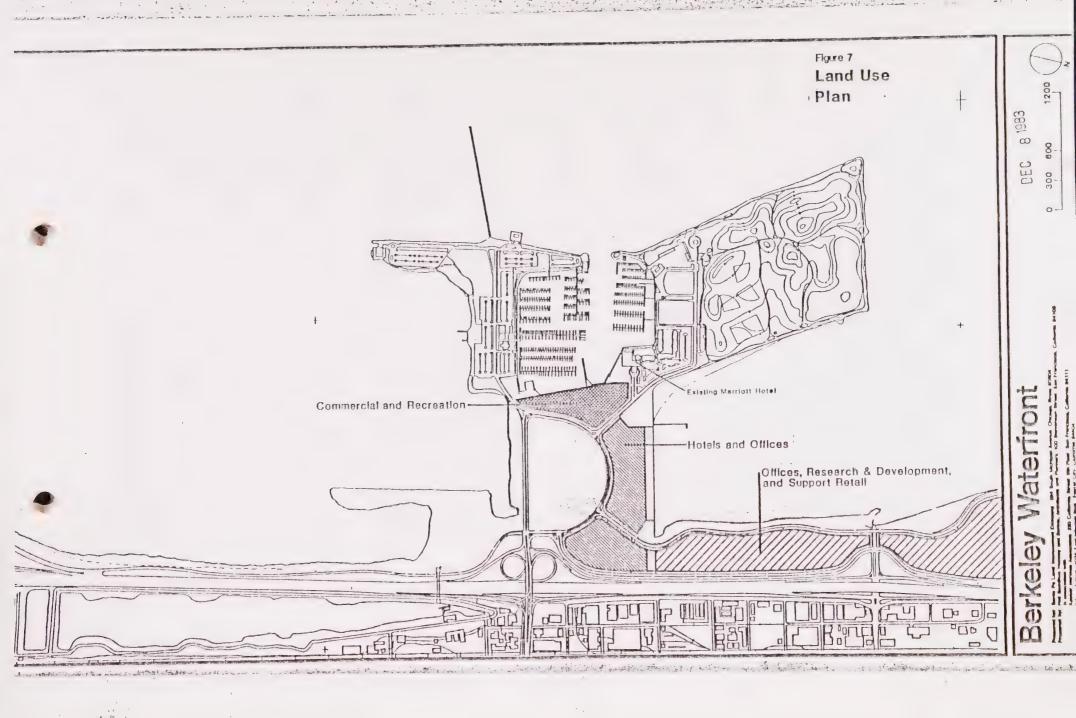
Link to existing and proposed parks: The design will link proposed open space to the North Waterfront Park by way of a public beach, Civic Plaza, and waterfront promenades.

2.2.2 Development Concepts: Santa Fe lands on the waterfront are extensive enough to accommodate a diversity of uses. In addition to open space, Santa Fe
proposes a mix of land uses that will bring activity
to the waterfront and create jobs and revenue for
Berkeley. The location and type of development
proposed for the waterfront follows these principles:

Introduce a diversity of uses: The project proposes three basic land use zones that will bring a number of activities to the waterfront. Along the marina edge will be commercial, recreational and civic uses. In the north meadow will be mixed use development including hotels, offices, and support retail. Along the North Basin will be offices, research and development facilities, and support retail. Pedestrian open space will connect these areas through a series of plazas, gardens, roof terraces, and walkways.

Reinforce existing natural forms and urban patterns at the waterfront: The development proposed by Santa Fe responds to the natural and urban forms by framing the Marina Basin and North Basin with buildings and public shoreline. This development will buffer open space from the freeway, extend the city street pattern, and create a traditional harbor town character at the water's edge. All land south of University Avenue will be preserved as open space.







Introduce building heights that will preserve views and enhance pedestrian areas: Buildings will step down from the freeway and inland areas to pedestrian zones and the shoreline. The overall height limit (100 feet) will match that of adjacent property across the freeway. Most buildings (70 percent of the total building footprint) will be 50 to 70 feet tall. A small cluster of 100-foot building (10 percent of the building footprint) will be located at the northeast corner of the meadow. Low-rise, 20-foot buildings (20 percent of the building footprint) will be located along the shoreline and pedestrian zone. The design will preserve bay views from Berkeley and the University Avenue view corridor.

Reinforce existing development at the marina: The project will relocate Marina Boulevard away from the water's edge and introduce a combination of commercial, recreational, and civic uses with opportunities for small-scale enterprises. A conference center and community hall will tie in to existing hotel uses. A waterfront promenade and plaza will provide public access and bay views.

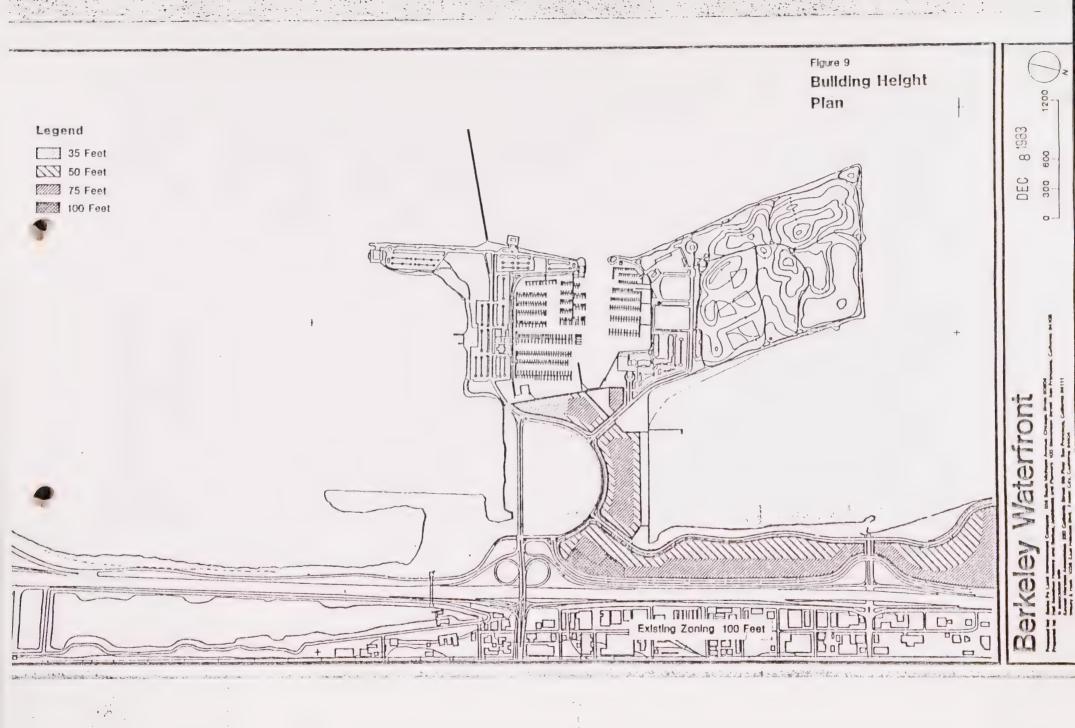
2.3.0 CIRCULATION

2.3.1 City-wide Transportation -- Access to the site will consist of automobile traffic, public transit, and bicycle and pedestrian transport.

The major highway serving the East Bay is Interstate 80. CalTrans is now in the advanced planning stage of an I-80 and I-180 Operational Improvement Program which includes the rebuilding of the Ashby, Powell, and University Avenue Interchanges and addition of high occupancy vehicle and mixed flow lanes. This program will significantly improve access to both sides of the freeway.

Local street access to the site utilizes Gilman, University, Ashby, and the West Frontage Road. Existing local street congestion resulting from a diversion of freeway traffic should be reduced as proposed CalTrans improvements are carried out. University Avenue is a major AC Transit bus route with excess capacity. The North Berkeley BART station is approximately one mile east of the site. BART currently has considerable excess capacity on the Richmond line.







In addition to Caltrans improvements and existing transit, Santa Fe proposes two strategies to minimize project-related traffic congestion and reduce impact on Berkeley communities. These strategies will reduce development-related traffic impacts to below that of conventional developments.

Intercept Concept: About 75 percent of Berkeley's work force are white collar workers, the majority of whom are office workers. About half the work force commutes to jobs cutside of Berkeley. In addition, significant numbers of non-Berkeley residents commute past the Santa Fe site to workplaces to the south.

The Santa Fe development will intercept a significant percentage of workers who now commute to jobs outside Berkeley. Shorter commuter distance will facilitate better use of local transit and reduce the adverse effects of air and noise pollution, energy consumption, and commuter time. Interception of commuters will also lessen bottlenecks at the Bay Bridge and on Highway I-80.

Transportation Systems Management -- Single-occupant vehicles are a major cause of traffic congestion during commuter hours. Transportation Systems Management (TSM) reduces the use of single-occupant vehicles by encouraging the use of High Occupancy Vehicles (HOV), public transit, and non-motorized transport.

Santa Fe is committed to TSM as a means to lessen traffic congestion and reduce the amount of land devoted to parking and roads. TSM strategies which could be implemented at the proposed development include:

- o Organization of company vanpools
- o Preferential parking for ridesharers
- o HOV lanes at freeway ramps
- Joint use of office parking for weekend recreation
- o Exclusive bicycle routes
- o Bicycle racks, lockers, and showers at offices
- o Grade-separated pedestrian and bicycle bridges over the freeway
- o Bus shelters and turnouts



2.3.2 On-site Roads — The project proposes a hierarchy of on-site roads to serve different circulation needs. All roads will be dedicated to the City.

On-site roads are shown on Figure 10: Circulation. University Avenue will follow its present alignment from the I-80 intersection to the Berkeley Pier. North Waterfront Drive will provide access to the north marina edge and North Waterfront Park. A Scenic Drive designed with a curving alignment and narrow road width will provide a slower recreational route along the shoreline from Buchanan Street in Albany to Powell Street in Emeryville. The Frontage Road will provide access to employee parking and serve most rush-hour traffic to and from the free-way. The Crescent Loop will connect all roads in the middle of the site.

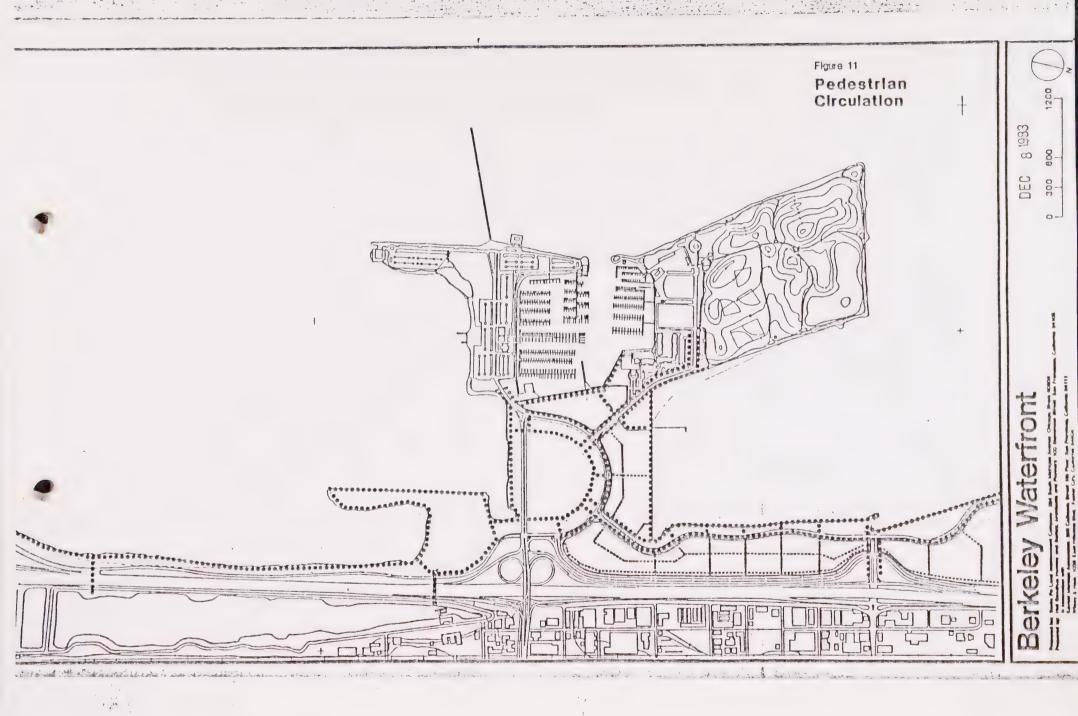
2.3.3 Parking — The overall goal of the parking strategy is to conceal development-related parking and devote as little land as possible to parking.

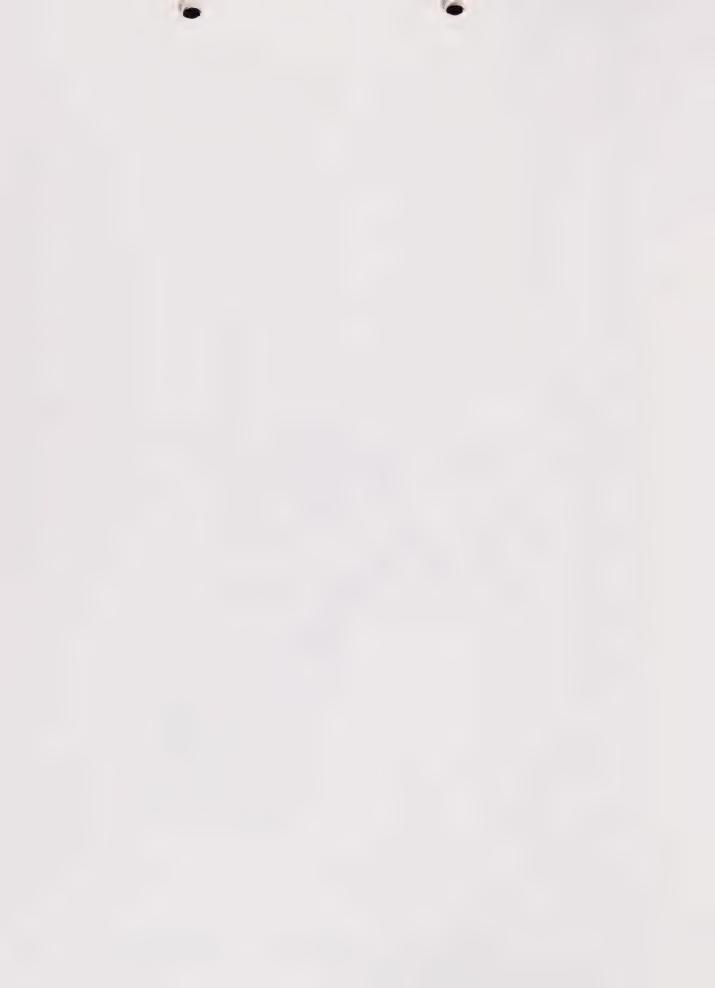
Development-related parking: A total of 8,750 parking spaces are proposed. During initial construction phases, parking will be provided at a rate of three parking spaces per 1,000 square feet of development, plus one space for every hotel room. At final buildout, this ratio will be 2.5 spaces per 1,000 square feet and 0.8 space for every hotel room. At buildout, all parking in the North Meadow hotel-office development will be in parking structures. North Basin parking will be accommodated in a combination of structures and landscaped parking lots located against the freeway.

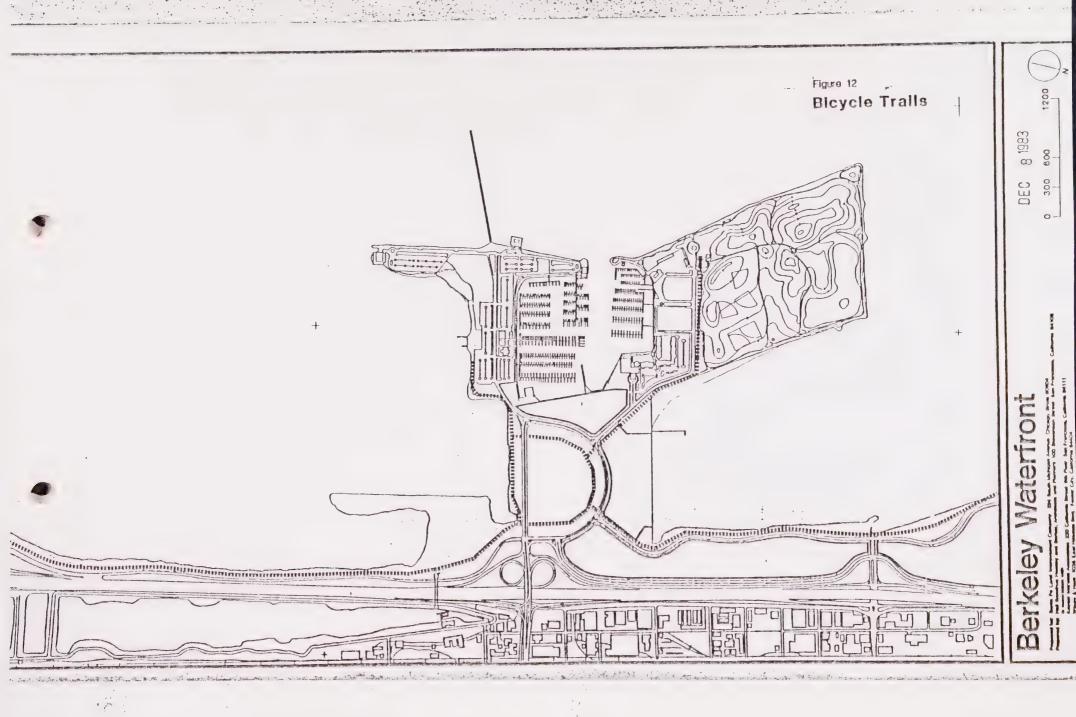
Recreational Parking: To make full-time use of parking facilities, it will be possible to use week-day office-related parking for recreational use on weekends. This weekday parking will include parking garages and lots used by office-type workers, but not by hotel employees or guests. Caltrans' proposed redesign of the Ashby-Interstate 80 intersection will provide additional recreational parking through shared use of the 200-car commuter lot included in the Caltrans design.

2.3.4 Pedestrian and Bicycle Circulation -- The project encourages non-motorized transport through a variety of pedestrian and bicycle trails. A continuous shoreline trail will be part of the Shoreline Park.

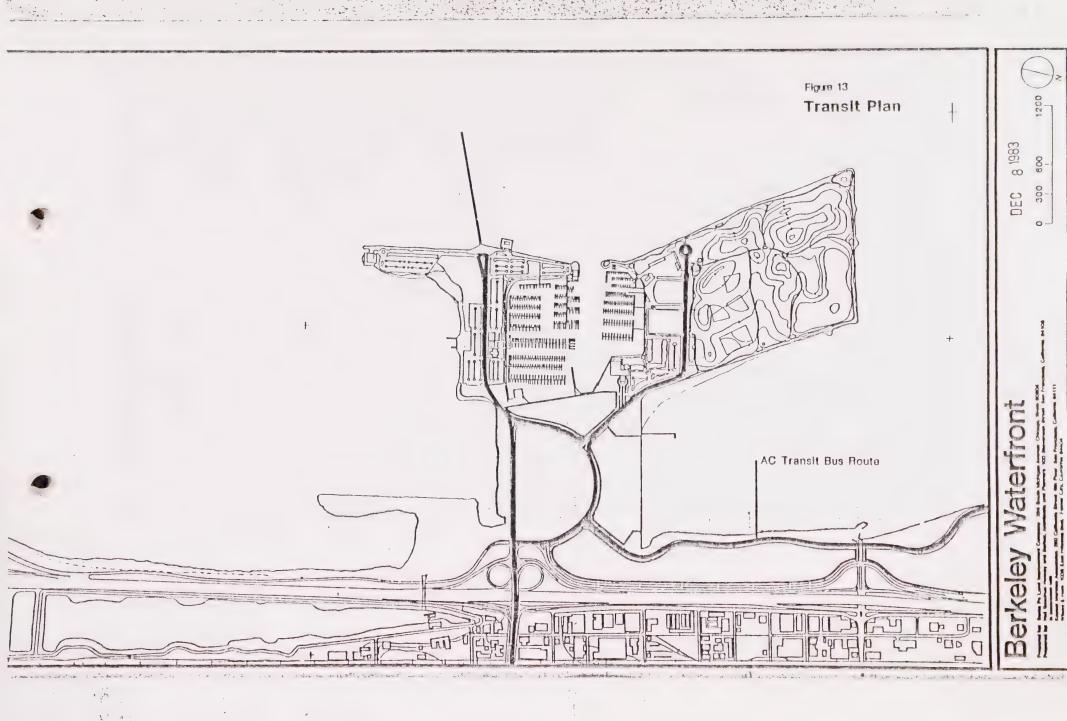














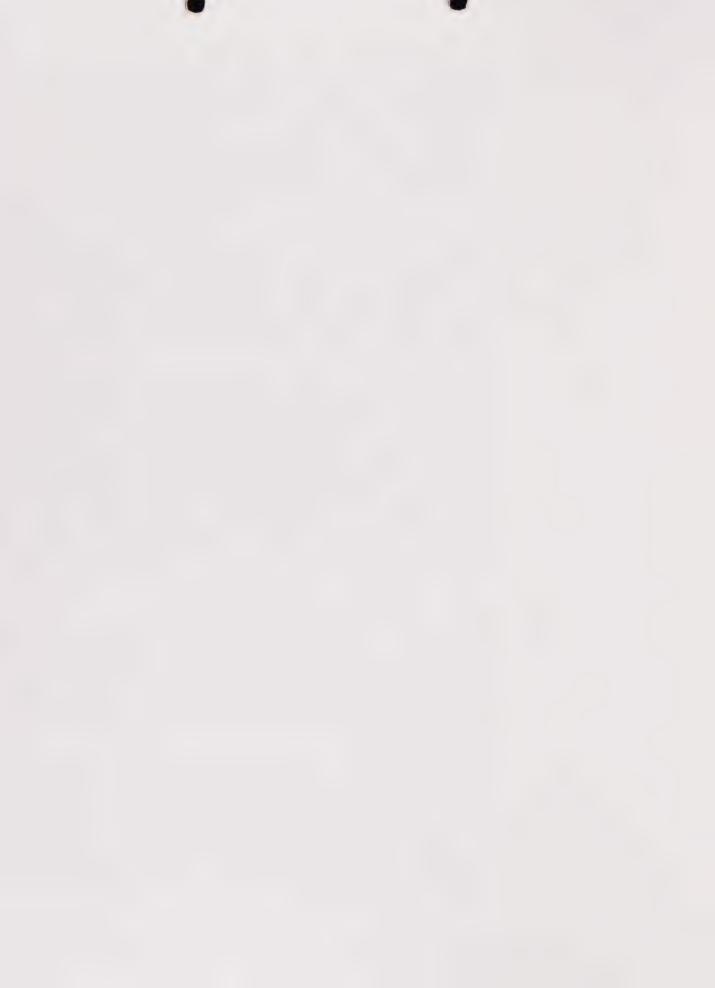
The trail will be separated from automobile traffic along the entire Santa Fe shoreline in Berkeley and will provide excellent water views and recreational opportunities. Bicycle trails will be Class 1 routes along the shoreline and will connect along the Crescent Loop to the North Waterfront Park and Berkeley Pier. Pedestrian and bicycle trails will connect to the adjacent city at University Avenue and Gilman Street.

2.3.5 Transit — Fifteen percent of the peak hour travel to and from the site is projected to be by transit. This would equal, at a maximum, about 1,200 people or, assuming 1.2 people per car, elimination of about 1,000 auto trips from the site in the p.m. peak travel hour. The majority of these people would be taking AC Transit or shuttle buses to the North Berkeley BART station.

The current available capacity on AC Transit routes serving (or potentially serving) the site would indicate that at most five shuttle buses at buildout would be needed at project buildout if AC Transit were not to increase its service. However, if buses were available, AC Transit would in all probability provide some additional service. Existing AC lines passing the site via I-80 or running along University Avenue have available peak hour capacity to accommodate about 60 percent of the project's expected transit ridership. In other words, 60 percent of the project could be built with no increase in bus capacity.

- 2.4.0 PUBLIC UTILITIES AND FACILITIES
- 2.4.1 Utilities Existing off-site storm and sanitary sewer, water, gas, electricity, and telephone systems have substantial excess capacity to accommodate future land use. On-site utilities will be extended to correspond to phases of development. These on-site improvements are illustrated in Figure 14: Utilities Plan.

Storm Drainage: It appears that the area can be regraded to release storm drainage by gravity into the Bay. A drainage system of pipes, catch basins and manholes would have to be installed. There is an existing storm drainage system which services the existing roads and the Marina. According to the Berkeley Public Works Department, the western portion of Virginia Street, which is at elevation 8.5'



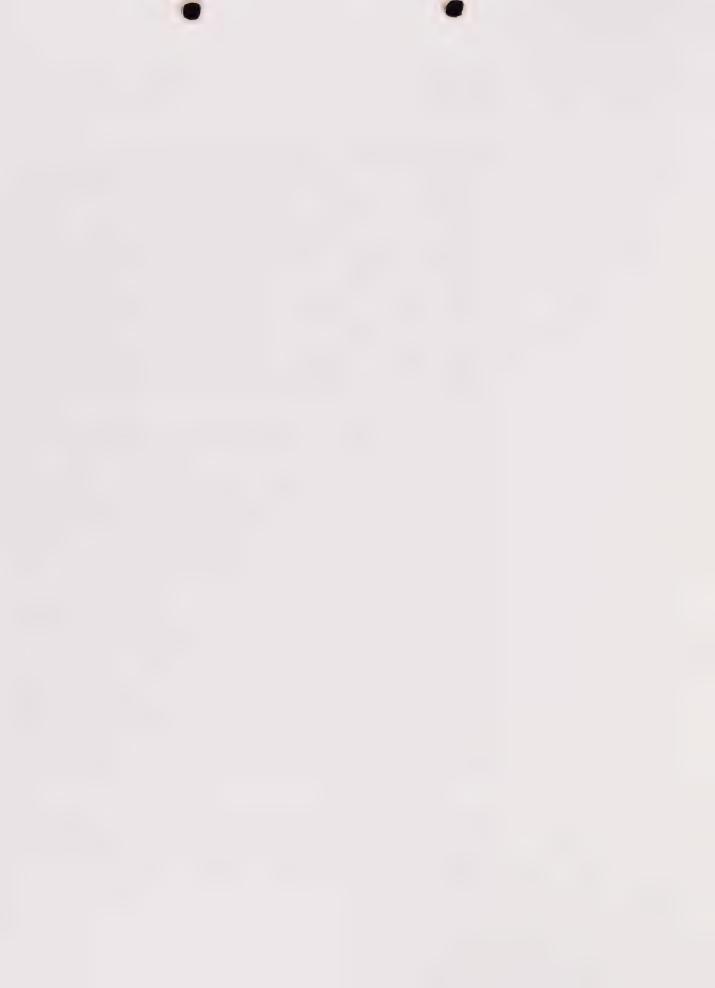
to 9.0', floods during the rainy season. This area will have to be raised if it is to act as a "break-water."

Sanitary Sewer: The pump station in University Avenue near its intersection with Marina Boulevard transports effluent from the Berkeley Marina through an 8-inch force main into a 16-inch cast-iron pipe. This 16-inch cast-iron pipe crosses under I-80 and connects to the 66-inch main interceptor pipe which runs southerly along Second Street on the east side of I-80. Possible connections to the existing sanitary sewer lines could be made at one of the manholes along the 16-inch cast-iron pipe. Depending on the type and density of the development, the existing system may or may not have sufficient capacity. If it becomes evident that the system is under-designed (which is most likely), then another pump station and force main system may have to be installed and connected to the 66-inch main interceptor pipe.

Water: Regulations require flows of between 2,500 gpm to 5,000 gpm, depending on the development.

Presently, there are two water service line locations west of I-80: a 12-inch line at Gilman Street and a 12-inch line at University Avenue. The 12inch line at Gilman Street is preceded by an 8-inch line. Most likely, this 8-inch line will have to be relined or replaced with a larger size pipe or paralleled with another water line in order to accommodate the increased demand created by development. An 8-inch line extends the length of University Avenue until it reaches Marina Boulevard where it branches into a 12-inch line continuing along University Avenue. In all probability, the 8-inch line in University Avenue would be inadequate to meet the needs of the area if it were developed. If expanded service is required, two possible points of connection are the 12-inch stub at the intersection of University Avenue and West Frontage Road and the point along West Frontage Road where the 12-inch line extends under the freeway to Hearst Street.

The water system is not looped at present. Any future development will require looping of the system, per fire regulations, and any new development west of I-80 will require complete sprinkler systems.



Gas Service: No problem is anticipated with the supply of natural gas to the study area, unless there is going to be heavy industrial usage, in which case, an in-depth study would be required to determine the necessary improvements to the gas system.

Electric Service: A 12,000-volt combination underground and overhead electrical system runs along West Frontage Road servicing the Berkeley Marina by way of University Avenue, and the Golden Gate Field Racetrack via Gilman Street. In addition, an overhead line extends along Virginia Street to service the Berkeley dump. The system is adequate for all needs in the area at present, but may need upgrading, depending on the development area's usage.

Pacific Telephone & Telegraph Company (PT&T): There are existing underground PT&T facilities in University Avenue and in Marina Boulevard. Another system also serve the needs of the Golden Gate Fields Racetrack and enters underground via Marin Avenue in Albany (north of our study area). The system is adequate for all current needs in the area, but depending upon the site development, the system may have to be upgraded.

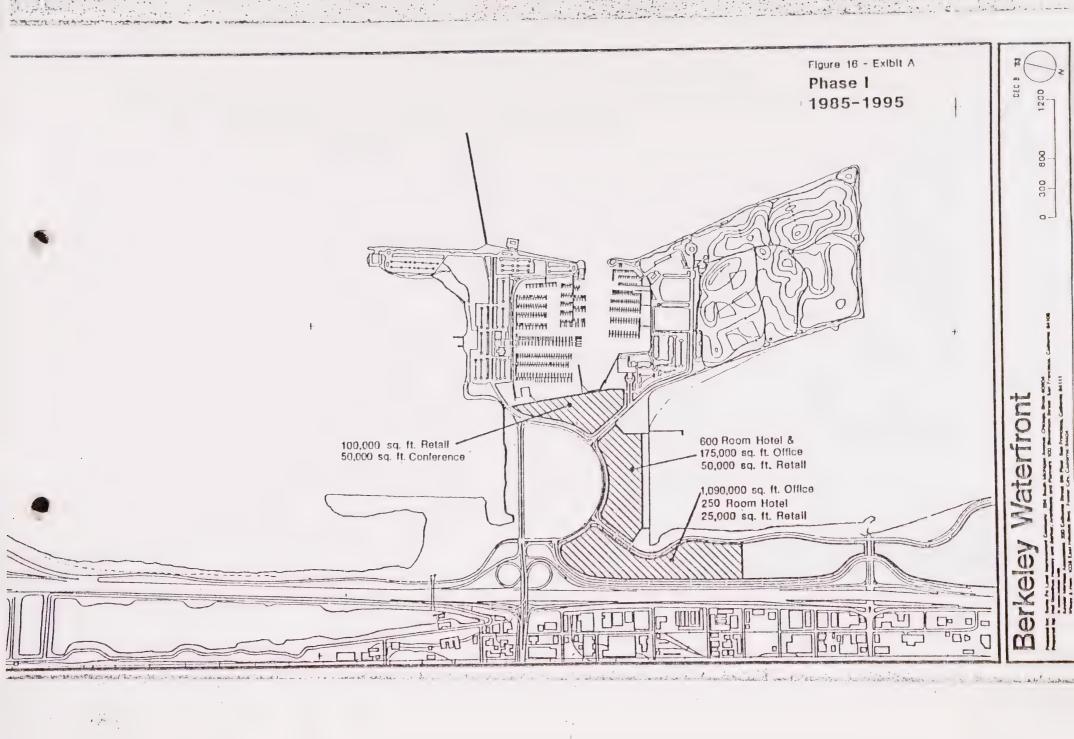
2.4.2 <u>Facilities</u> — Additional public facilities required for the project include a police beat to serve all the area west of the freeway and an area east of the freeway. A new fire station may be necessary to protect the waterfront west of the freeway.



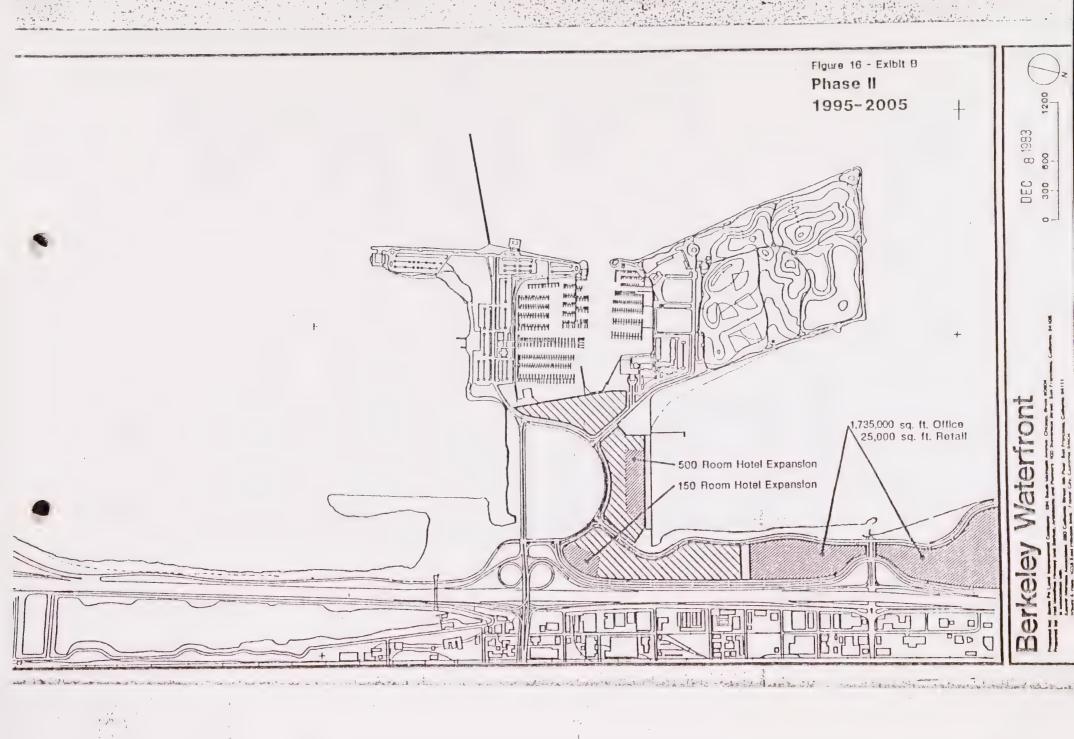
2.5.0 IMPLEMENTATION

2.5.1 Phasing Program — The Santa Fe development will be constructed into two phases. Phase I (1985 - 1995) will be concentrated around the Berkeley Crescent and North Meadow and will result in 1,265,000 square feet of office space, 850 hotel rooms, and 250,000 square feet of retail space. Phase II (1995 - 2005) will continue development along the North Basin waterfront and expand some Phase I hotels. Phase II will produce 1,735,000 square feet of office space and 650 hotel rooms.











3.0.0 PROPOSED MASTER PLAN AMENDMENTS

3.1.0 WATERFRONT PRELIMINARY GOALS AND POLICIES

The proposed plan supports and is consistent with all of the preliminary goals and policies recommended by the current waterfront planning process (see attached). In order to make the proposed plan consistent with the existing Master Plan, the following amendments should be made.

3.2.0 LAND USE ELEMENT

Page 13, under SPECIAL CONCERNS, add the following discussion:

Probably the most significant opportunity area in the city is the vacant waterfront lands west of Interstate 80.

Berkeley residents share a common interest in the waterfront, which is a distinct and valuable natural resource requiring enduring protection. As the last large undeveloped land area in Berkeley, the waterfront also represents an important economic resource that can provide for the well-being of all the city's people.

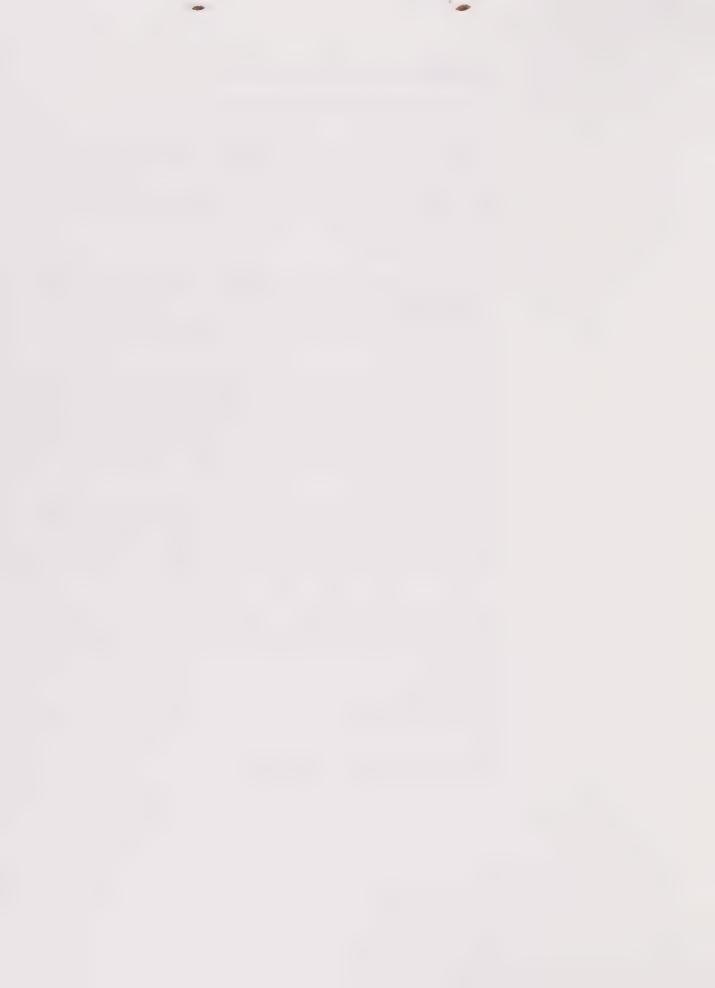
Any development proposed for the waterfront should protect, maintain and enhance the quality of the bayfront environment, and assure that balanced utilization and conservation of waterfront resources meet the public interest.

Land Use Policies

Add the following goals and policies contained in the City Manager's Report of December 1, 1983 (see attached):

Social 1,0, 3.0 Economic 1.0, 2.0, 3.0 Physical 1.0, 2.0

Land Use Plan Map Amend as shown in Figure 17.



3.3.0 TRANSPORTATION ELEMENT

Circulation Policies, page 37: Add the following goals and policies contained in the City Manager's Report of December 1, 1983 (see attached):

Physical 3.0.

Page 38, Circulation Plan Map: Amend as shown in Figure 18.

3.4.0 OPEN SPACE, CONSERVATION, AND RECREATION ELEMENT

Page 73 under THE WATERFRONT, delete last
paragraph.

Page 77: delete Policies 3.40 through 3.45, and substitute the following Goals and Policies contained in the City Manager's Report of December 1, 1983 (see attached):

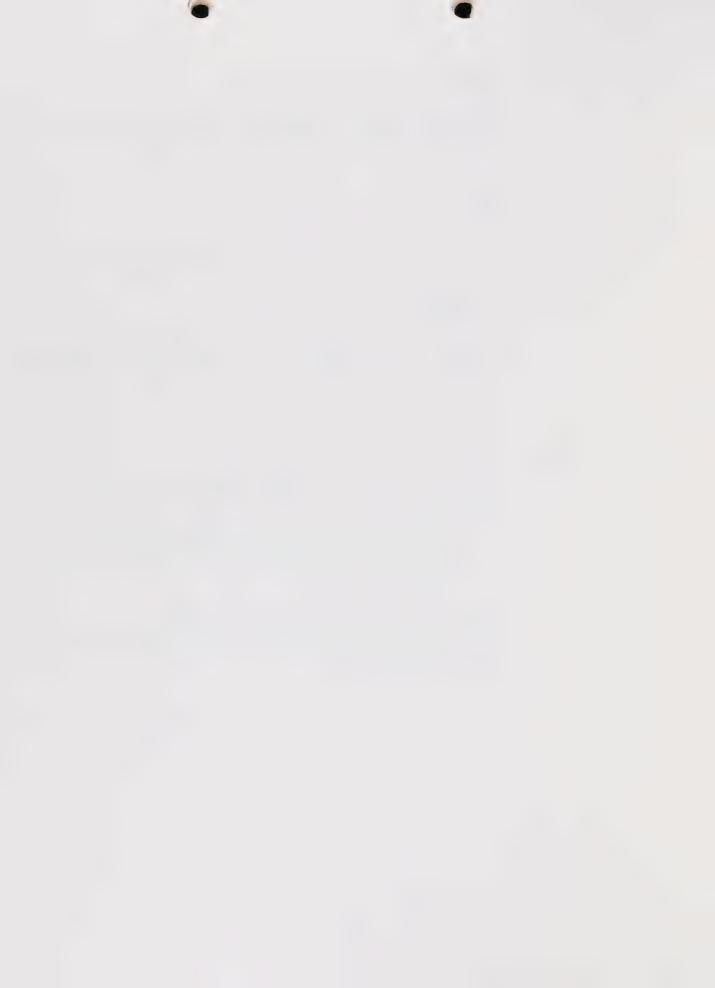
Social 2.0

3.5.0 IMPLEMENTATION SECTION

Page 202, add the following additional priority project:

11) work cooperatively with landowner to ensure proper development of the waterfront lands and to capture new jobs, revenues, and cultural/recreational amenities for the city and the surrounding region.

Page 204, under Plan Revision Process:
Add the administrative goals and policies contained in the City Manager's Report of December 1, 1983 (see attached).



Source: City Manager's Report of December 1, 1983

PRELIMINARY GOALS AND POLICIES

Berkeley residents share a common interest in the waterfront which requires a nurturing and enduring protection of this distinct and valuable natural resource. The area's delicate ecosystem, unique opportunities for bayfront dependent and bayfront-related activities and social and cultural needs of the people of the City require the land to be used with careful balance. As the last large undeveloped land area in Berkeley, the waterfront also represents an important economic resource that can provide for the well-being of all the City's people.

To protect, maintain and enhance the quality of the bayfront environment and to assure that balanced utilization and conservation of waterfront resources meet the public interest, the following goals and policies are adopted. Goals are presented in capital letters; policies which derive from each goal follow.

SOCIAL GOALS AND POLICIES

- PROVIDE ACTIVITIES ON THE WATERFRONT WHICH REFLECT THE VALUES, INTERESTS AND UNIQUE CHARACTER OF BERKELEY'S POPULATION AND ARE AVAILABLE TO ALL ECONOMIC AND ETHNIC GROUPS REGARDLESS OF AGE, SEX. RACE AND PHYSICAL ABILITIES.
 - 1.1 Encourage a mix of recreational, commercial and possibly residential uses which serve Berkeley residents of all economic and social/cultural backgrounds.
 - 1.2 Insure through controls on scale and design that new waterfront development maintain and enhance the urban village character of Berkeley:
 - 1.3 Require that all uses of the waterfront open to the general public, be accessible to the disabled and mobility restricted, and that the number of ground floor uses open to the general public be maximized.
 - 1.4 Insure that indirect effects of waterfront development enhance the overall ethnic, cultural and economic balance of Berkeley's residential population.
- 2.0 PROVIDE A VARIETY OF RECREATIONAL AND EDUCATIONAL ACTIVITIES WHICH ARE COMPATIBLE WITH THE WATERFRONT ENVIRONMENT AND ARE CONSISTENT WITH THE OPEN CHARACTER OF THE SITE.
 - 2.1 Develop an unbroken stretch of public open space from Emeryville to Albany as part of an East Bay Shoreline Park.
 - 2.2 Enhance recreational opportunities which meet City and regional recreational needs that benefit from the site's location, its marine characteristics and its existing Bayfront development.

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- 2.3 Link new public recreational uses with those at the North Waterfront Park and the Marina.
- 2.4 Develop marine educational and cultural uses for all segments of the population.
- 2.5 Devote the publicly owned land north of Spinnaker Way to public open space and recreation without significant buildings.
- 3.0 MINDFUL OF OUR REGIONAL RESPONSIBILITIES, INSURE THAT THE COST OF REGIONAL USES OF THE WATERFRONT TO BERKELEY RESIDENTS ARE OUTWEIGHED BY THE BENEFITS.
 - 3.1 Insure that waterfront development in Berkeley is cooperatively planned with our neighbors, Emeryville and Albany.
 - 3.2 Insure that waterfront development will benefit future generations as well as today's and that legimate regional claims on uses be acknowledged and planned for.
 - 3.3 Give priority to development which produces employment and business opportunities meeting the special needs of Berkeley's un-and underemployed population, and/or revenue to the City to meet these needs.
 - 3.4 Insure that waterfront development is consistent with the designation of the downtown as the central commercial area of the City.
 - 3.5 Insure that any pressures-on Berkeley roads and its housing market from waterfront development be addressed by enforceable mitigation measures.

ECONOMIC GOALS AND POLICIES

- 1.0 TO PROMOTE ECONOMIC DEVELOPMENT WHICH WILL ENHANCE BERKELEY'S ECONOMIC DIVERSITY AND STRENGTHEN ITS ECONOMIC BASE WHILE COMPLEMENTING BOTH THE ENVIRONMENTAL UNIQUENESS OF THE SITE AND DEVELOPMENT IN OTHER PARTS OF BERKELEY.
 - 1.1 Insure efficent coordination of public and private resources to maximize productive use of Berkeley's waterfront location.
 - 1.2 Balance uses which require City financial support with those that generate income to the City.
 - 1.3 Encourage uses which Contribute to the expansion of employment opportunities for Berkeley's work force in healthy, safe and attractive environments.
 - 1.4 Encourage opportunities at the waterfront for retention, expansion and attraction of research and advanced technology industries.



- 2.0 INSURE THE PARTICIPATION OF LOCAL BUSINESSES AND MINORITY/FEMALE OWNED BUSINESSES EQUITY PARTICIPATION AT EVERY PHASE OF THE DEVELOPMENT ACTIVITY SUCH AS INVESTMENT OPPORTUNITIES, PROFESSIONAL SERVICES CONTRACTS, SUPPLY CONTRACTS, CONSTRUCTION CONTRACTS AND SUBCONTRACTORS, OCCUPYING TENANTS AND SUPPORT SERVICE CONTRACTS IN THE COMPLETED DEVELOPMENT AMONG OTHER BUSINESS OPPORTUNITIES.
 - 2.1 Insure that a specific plan is established to achieve equity participation of minority/female owned firms in the planning, design, construction and operation of waterfront projects.
 - 2.2 Insure that proposed development contain plans for financial and/or technical assistance to support programs aimed at providing technical assistance to local and minority/female owned firms.
 - 2.3 Include minority equity participation in the planning, design, construction and operation of waterfront projects.
- 3.0 TO PROMOTE ECONOMIC DEVELOPMENT WHICH WILL MAXIMIZE EMPLOYMENT OPPORTUNITIES FOR BERKELEY'S DIVERSE RESIDENTIAL POPULATION.
 - 3.1 Insure that waterfront development is compatible with the employment needs of Berkeley's diverse population particularly the unemployed, under employed and minority residents of the City, both in the long term and the short term.
 - 3.2 Insure that any proposed development establish goals and a specific enforceable plan by job skill category for the employment of Berkeley residents, minorities and women in the hiring of the construction work force.
 - 3.3 Insure that any proposed project provide job opportunities after construction for the unemployed and underemployed residents of Berkeley, including entry level and other levels of training, and that jobs provide for upward mobility to the greates extent feasible.
 - 3.4 Insure that proposed development commits financial and/or technical assistance for training programs necessary to prepare Berkeley residents for employment opportunities generated by the development with special emphasis on disadvantaged residents.
 - 3.5 Insure that the developer commit to coordinating certain employment opportunities with the City of Berkeley.

PHYSICAL GOALS

1.0 TO GUARANTEE THAT USE OF THE WATERFRONT PROTECTS, COMPLEMENTS, AND ENHANCES ITS UNIQUE LOCATION AND ENVIRONMENTAL CHARACTERISTICS.



- 1.1 Preserve and restore environmentally sensitive areas of the waterfront, including restoration of the beach and creeks.
- 1.2 Identify areas which require special management because of hazards such as unstable soil or flooding.
- 1.3 Preserve and enhance air and water quality in the area.
- 1.4 Prohibit net fill of the Bay.
- TO EXPRESS IN THE SCALE, DESIGN AND PHYSICAL LAYOUT OF THE WATERFRONT THE VITALITY AND DIVERSITY OF BERKELEY, ITS LIFESTYLES, ITS SOCIAL VALUES, ITS HISTORY AND ITS ROLE IN THE SAN FRANCISCO BAY REGION.
 - 2.1 Develop a comprehensive design framework which complements the unique waterfront setting, gives identity and orientation to the waterfront, organizes its diverse elements, encourages innovation and is visually interesting and attractive both within itself and as viewed from a distance.
 - 2.2 Insure that any proposed development includes creative shoreline design, varying elevations of terrain and the retention of a maximum amount of Bayfront for public access.
 - 2.3 Insure that designs express the location, history and culture of Berkeley.
 - 2.4 Protect and enhance view corridors and vistas from the Water-front both toward the Bay and the Berkeley Hills.
 - 2.5 Promote water and energy conservation in the design of structures and landscaping.
 - 2.6 Use natural screening to buffer the impacts of the freeway, major arterials and parking facilities from outdoor areas for recreation and pedestrian and bicycle circulation.
 - 2.7 Use building in the North Basin area to buffer the shoreline from the freeway.
- 3.0 TO ESTABLISH SAFE AND CONVENIENT ACCESS TO THE WATERFRONT, AS WELL AS AN INTERNAL CIRCULATION SYSTEM THAT MAXIMIZES PEDESTRIAN AND BICYCLE USES.
 - 3.1 Increase access for pedestrians and bicyclists to the Waterfront.
 - 3.2 Minimize dependence on the automobile by users, employees and residents through expanded transit and paratransit service incentives to use alternate transportation, bicycle and pedestrian facilities.
 - 3.3 Improve accessibility (including pedestrian and bicycle access) to the Waterfront from the West Berkeley community and Aquatic Park immediately east of the freeway.
 - 3.4 Insure that overpass capacity, freeway design and traffic central plans are consistent with City wide plans.
 - 3.5 Provide a safe and separate system of pedestrian and bicycle trails on the Waterfront that link Berkeley and all areas of the Waterfront to neighboring cities.

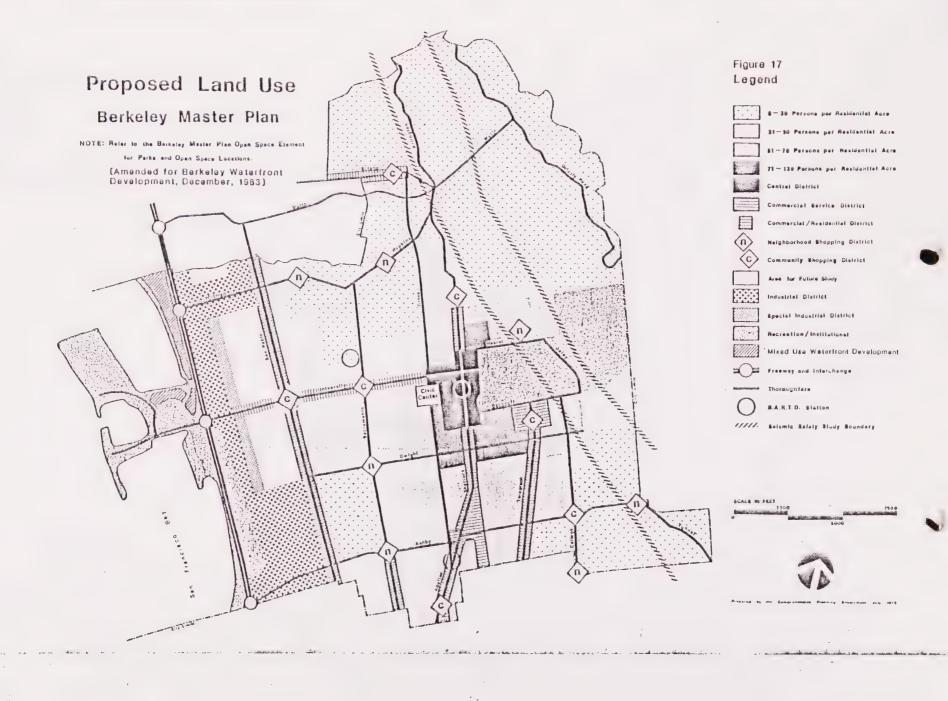


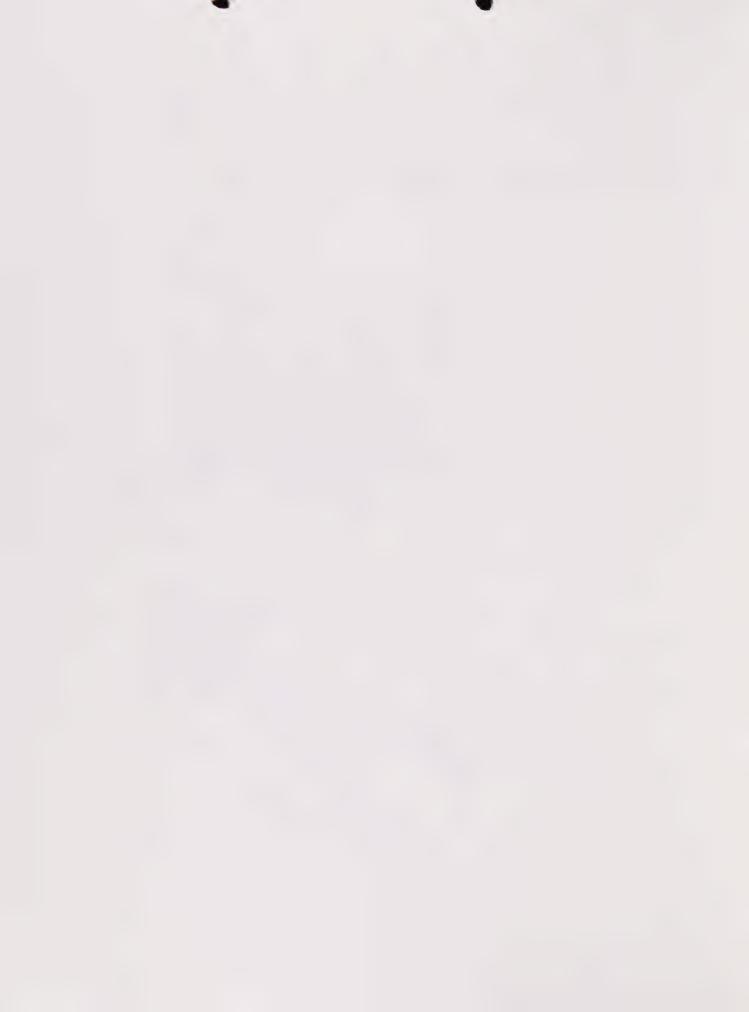
- 3.6 Minimize the mount of waterfront land devotes to roadways and auto parking.
- 3.7 Encourage walking and biking as the major means of circulation on the waterfront lands.
- 3.8 Increase transit capacity to meet increased demand generated by new development.

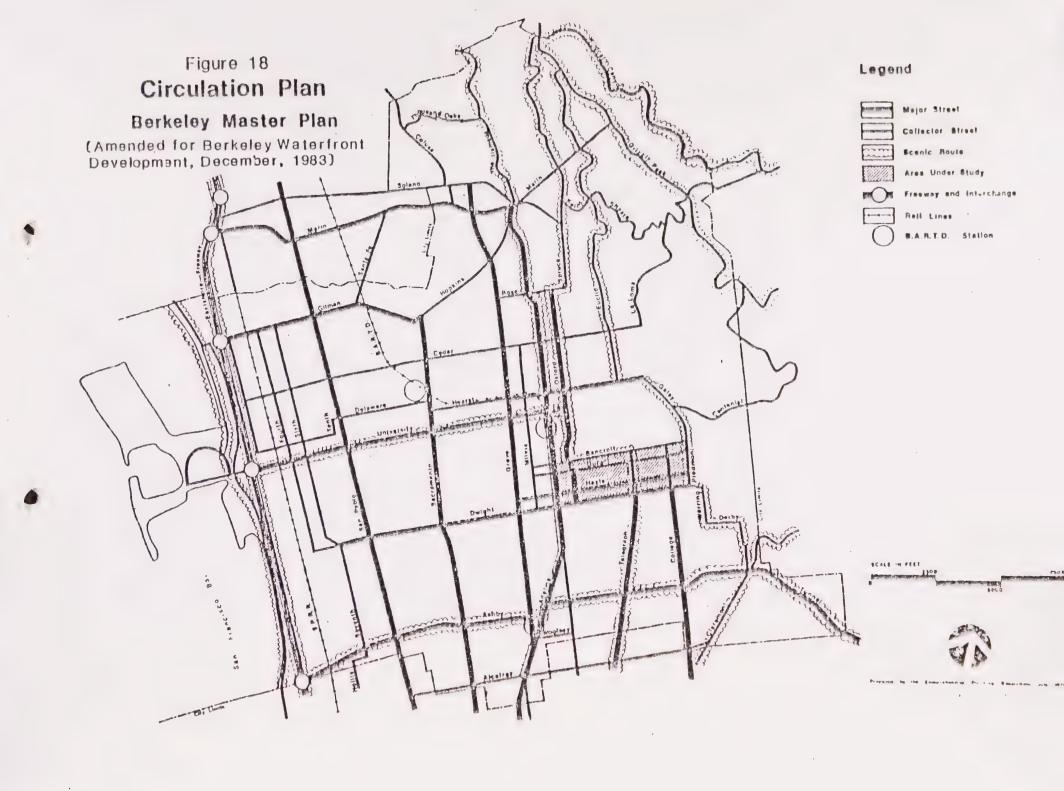
ADMINISTRATIVE GOALS AND POLICIES

- 1.0 TO GUARANTEE ON-GOING LOCAL CONTROL OVER WATERFRONT ACTIVITIES.
 - 1.1 Adopt comprehensive guidelines, regulations and procedures to insure development in compliance with City policies.
 - 1.2 Utilize inter-agency contacts to insure public projects develop and operate in conformance with City policies.
 - 1.3 Carry out periodic review of waterfront policies, plans and operations to evaluate their current effectiveness and needs for modification.
 - 1.4 Prepare and adopt specific site plans for each of the public areas.
 - 1.5 Establish procedures to monitor agreements on employment, housing, transportation management and maintenance of public use areas.
- 2.0 TO DEVELOP A WATERFRONT PLAN WHICH WILL SERVE RESIDENT NEEDS AND VALUES.
 - 2.1 Include all segments of the community in the development and evaluation of plans for the waterfront.
 - 2.2 Prior to plan adoption or project approval, carry out comprehensive evaluation of environmental, economic and social impacts.
 - 2.3 Aggressively seek public and private grants and favorable financing mechanisms that will maximize public benefits from waterfront development.
 - 2.4 Explore innovative approaches including land dedications, assessment districts, public/private partnerships and development agreements that will permit timely, quality development of the waterfront.
 - 2.5 Insure that projects for the waterfront include activities which will ensure maintenance of the stock of low and moderate income housing to serve existing employment and that created by waterfront development.









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ENVIRONMENTAL INFORMATION FORM

(To be completed by applicant)

Date Filed: December 8, 1983

GENERAL INFORMATION -

1. Name and address of developer or project sponsor:

Santa Fe Land Improvement Company, Post Office Box 7607, Berkeley, California 94707

2. Address of project:

200 University Avenue, Potter Street, Eastshore Freeway, 1 Virginia Street, Gilman Street

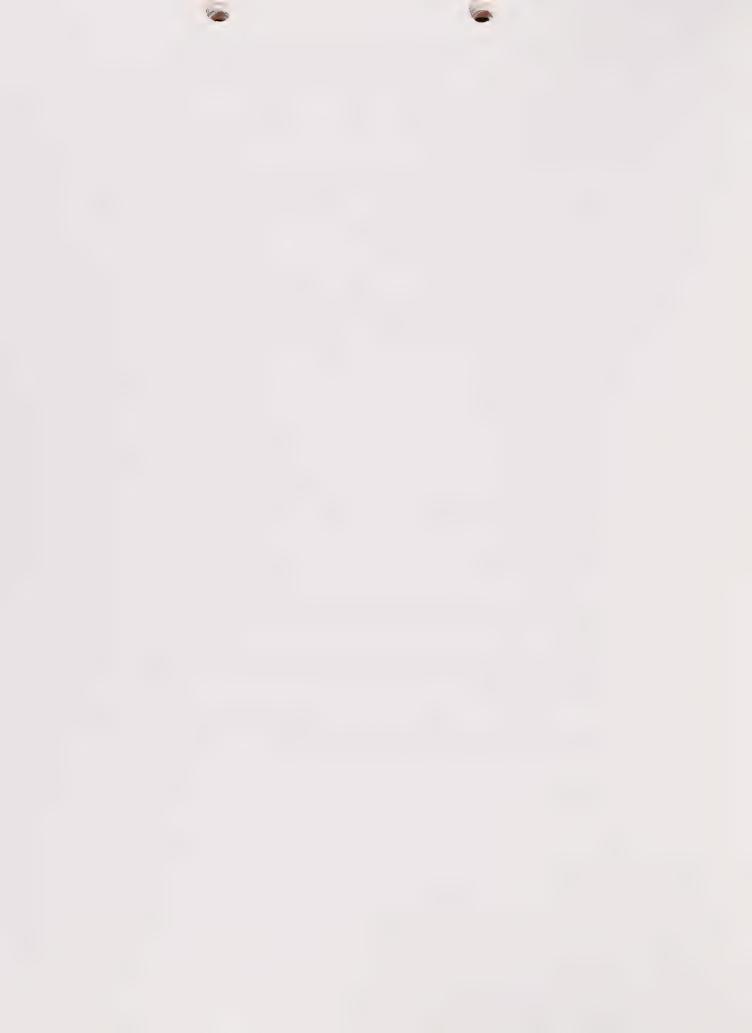
Assessor Block and Parcel Numbers:

60-2507-7, 7 60-2512-1, 2 60-2513-5, 6 60-2520-1, 2 60-2521-4 60-2528-4-3 60-2527-2 60-2528-4-6 60-2528-9, 10, 11 60-2529-1, 2 60-2534-1 60-2535-1, 2 60-2540-1, 2

3. Name, address, and telephone number of person to be contacted concerning this project:

Douglas Hall, President, Santa Fe Land Improvement Company, 224 South Michigan Avenue, Chicago, Illinois 60604, (312)427-4900.

4. Indicate number of the permit application for the project to which this form pertains:



- 5. List and describe any other related permits and other public approvals required for this project, including those required by city, regional, state and federal agencies:
- 1. Master Plan Amendment
- 2. Use Permit
- 3. Development Agreement
- 4. Subdivision Map
- 5. Bay Permit (BCDC)
- 6. Sanitary Landfill Closure Permit (California Regional Water Quality Control Board)
 - 6. Existing zoning district:

Unclassified.

7. Proposed use of site:

Berkeley Waterfront Mixed Use Development and Open Space (see project description).

PROJECT DESCRIPTION

8. Site size:

174 acres (7,579,440 square feet) of dry land and 505 acres of wetlands.

9. Square footage:

3,000,000 gross square feet (gsf) of usable office-type space, 200,000 gsf of retail space, 50,000 gsf conference center, and 1,500 hotel rooms.

10. Number of floors of construction:

Proposed building heights vary from two to nine stories (see attached Figure 9: Building Heights).

11. Amount of off-street parking provided:

The project provides 8,750 parking spaces at buildout.

12. Attach plans:

See attached.



13. Proposed scheduling:

The project is estimated to begin construction in 1985 with initial occupancy in 1986/87, and to be fully occupied by 2005.

14. Associated projects:

Associated projects include Caltrans Interstate 80 improvements, East Bay Municipal Infiltration Study, State Parks Department East Bay Shoreline Plan, Marriott Hotel expansion, BART expansion, and South and West Berkeley Public Interest Corporation.

15. Anticipated incremental development:

The proposed project is anticipated to be completed in two phases, as indicated in Figure 16: Phasing Program. Phase 1 (1985 to 1995) includes 1,265,000 square feet of office space, 850 hotel rooms, 200,000 square feet of retail space, and 50,000 square feet of conference center uses. Phase 2 (1995 to 2005) includes 650 additional hotel rooms in Phase 1 hotels, plus new construction of 1,735,000 square feet of office space.

Phasing may change depending on market conditions.

16. If residential, include the number of units, schedule of unit sizes, range of sale prices or rents, and type of household size expected.

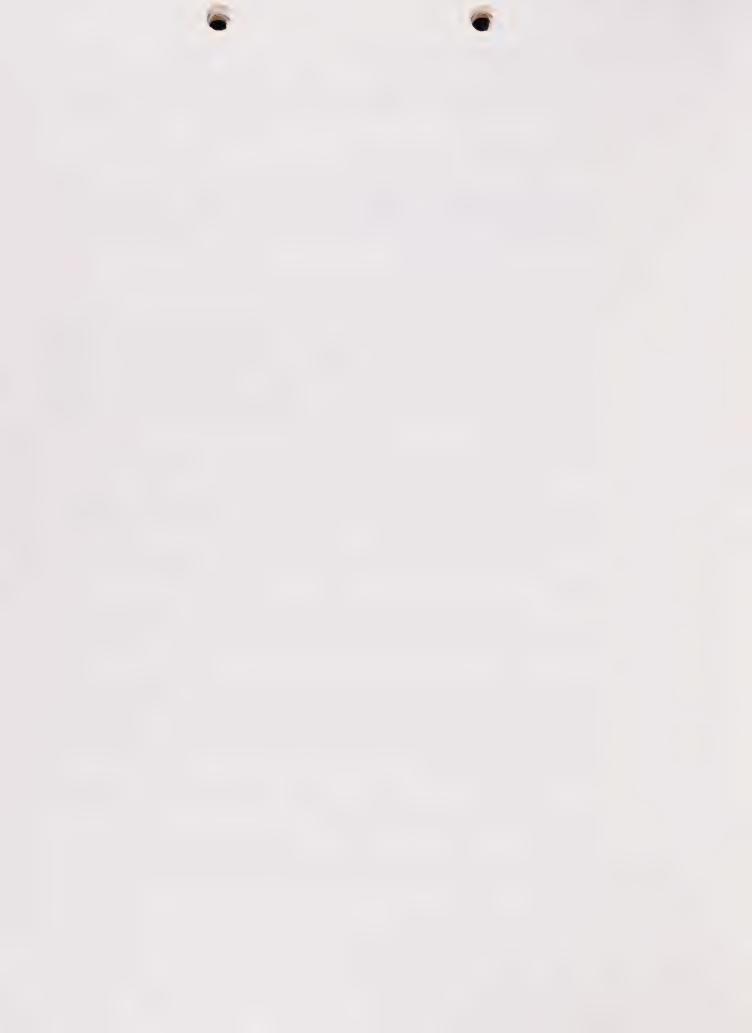
No long-term residential use is presently included in the plan.

17. If commercial, indicate the type, whether neighborhood, city or regionally oriented, square footage of sales area, and loading facilities.

The project includes 3,000,000 square feet of office/research and development use; 1,000,000 square feet for 1,500 hotel rooms and related hotel functions; 50,000 square feet for a conference center; and 200,000 square feet of support retail. Loading facilities, in conformity with city policy, will be off-street.

18. If industrial, indicate type, estimated employment per shift, and loading facilities.

Industrial space is included in research and development space above. Estimated 12,000 full-time employees.



19. If institutional, indicate the major function, estimated employment per shift, estimated occupancy, loading facilities, and community benefits to be derived from the project.

Proposed institutional uses include a 50,000-square-foot conference center, which would provide space for public meetings, exhibits, or civic functions.

20. If the project involves a variance, conditional use or rezoning application, state this and indicate clearly why the application is required.

The project will require a Master Plan Amendment to establish planning policy and a Development Agreement for implementation.

Are the following items applicable to the project or its effects? Discuss below all items checked yes (attach additional sheets as necessary).

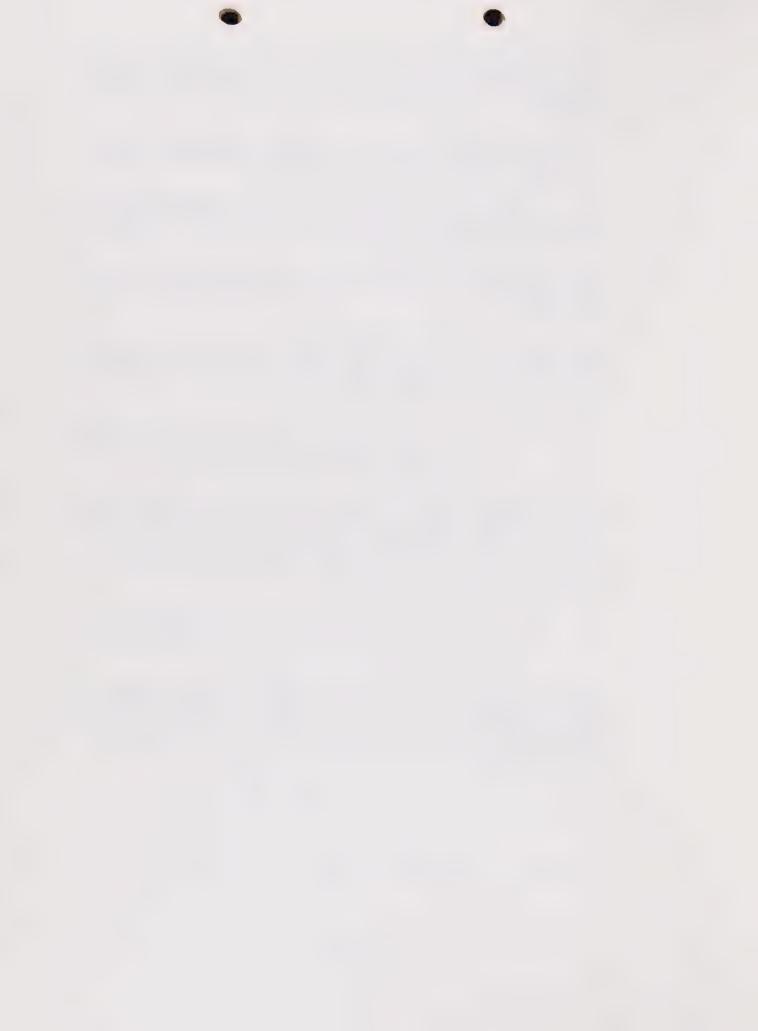
YES NO

21. Change in existing features of any bays, tidelands, beaches, lakes or hills, or substantial alteration of ground contours.

The project proposes to close the existing sanitary land fill, including sealing any infiltration of leachate to the bay. In order to provide positive drainage and to prevent inundation, fill will be added to existing land areas. Earthwork for the plan is estimated at 280,000 cubic yards of import fill.

Z 22. Change in scenic views or vistas from existing residential areas or public lands or roads.

Some views may be changed as a result of the project. Proposed mitigaton includes preservation of view corridors through setbacks and sensitive composition of building mass. (Refer to Environmental Reconnaissance Visual Analysis, pages 56-63.)



X 28. Site on filled land or on slope of 10 percent or more.

The entire site is located on fill. Proposed project includes mitigation measures recommended in Environmental Reconnaissance, pages 25 to 27.

29. Use or disposal of potentially hazardous materials, such as toxic substances, flammables or explosives.

30. Substantial change in demand for municipal services (police, fire, water, sewage, etc.)

The project requires an additional police beat and a fire station west of the I-80 freeway.



X 31. Substantial increase in fossil fuel consumption (electricity, oil, natural gas,

Fossil fuel will be required for transportation and environmental control of buildings. Proposed mitigation includes energy-efficient design and Transportation Systems Management Program to reduce number of trips and trip length.

X ____ 32. Relationship to a larger project or series of projects.

As one of several office-related developments in the East Bay, the project is part of a regional trend of decentralization from downtown San Francisco to areas with fewer transportation constraints and greater availability of work force. Other examples include recent office development in Oakland and Emeryville.

ENVIRONMENTAL SETTING

33. and 34. Describe the project site and surrounding properties as they exist before the project, including information on topography, soil stability, plants and animals, and any cultural, historical or scenic aspects. Describe any existing structures on the site, and the use of the structures. Attach photographs of the site. Snapshots or polaroid photos will be accepted.

See the attached summary for information on the existing project site and context. Further details will be found in the Environmental Reconnaissance and the Informational Report prepared by Hall Goodhue Haisley and Barker for the proposed plan. For site photographs, please contact Hall Goodhue Haisley and Barker.

CERTIFICATION: I hereby certify that the statements furnished above and in the attached exhibits present the data and information required for this initial evaluation to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

Date December 8, 1983 (Signature)

For Santa Fe Land Improvement Company



BACKGROUND INFORMATION

The Berkeley Waterfront Properties

of

Santa Fe Land Improvement Company

OWNERSHIP:

Within the City of Berkeley, Santa Fe Land Improvement Company owns 174 acres of dryland and 505 acres of wetland. The ownership includes all of the land, both dry and subject to tidal action, lying immediately west of Interstate 80 and the Frontage Road, from Emeryville on the south to Albany on the north. The western boundary is the City-owned marina property and its underwater extensions north and south. acres of Santa Fe drylands include the Meadow (72 acres), the Berkeley Beach (7 acres) and the North Basin Shoreline (66 acres). All of the drylands are presently vacant, although approximately 47 acres are under lease to Golden Gate Fields for use as a parking area (see attached map).

DEVELOPMENT INTENT:

Santa Fe intends to develop its properties in a sensitive manner to aid realization of the fiscal, social, and environmental goals of the Berkeley community while achieving an appropriate financial return for utilization of its property and for its development efforts.

PROPERTY HISTORY:

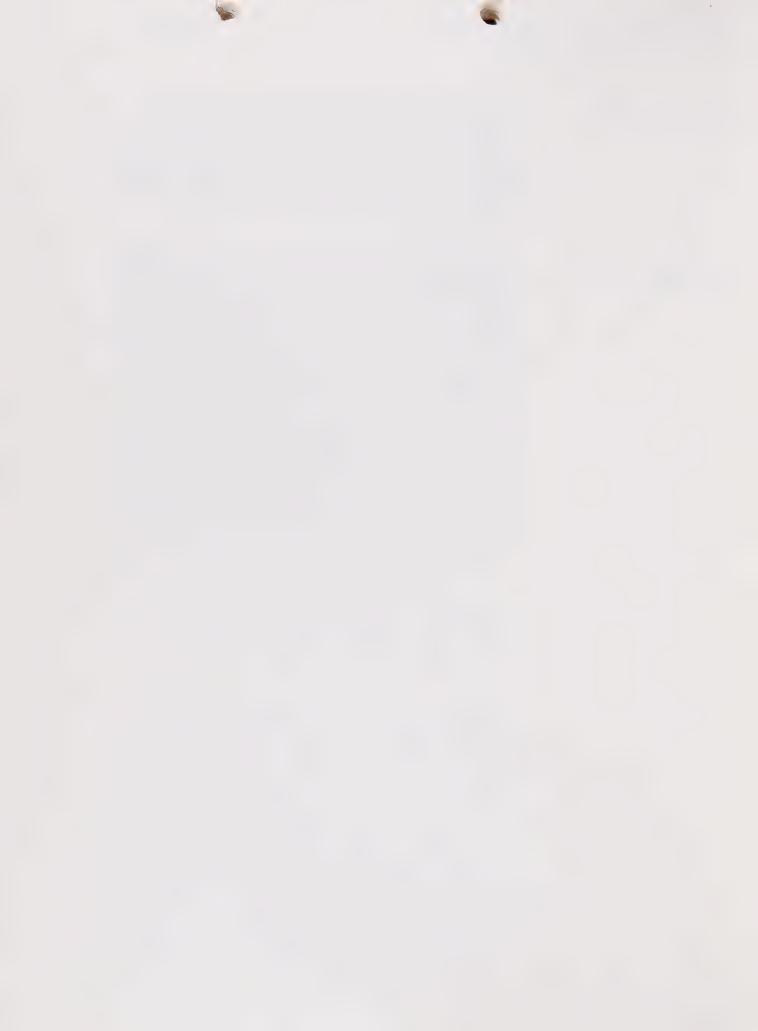
Berkeley's present bayshore was entirely created by fill. When the freeway was built to connect with the Oakland-San Francisco Bay Bridge, it was located a thousand yards out from the thenexisting shoreline. A small portion of the Bay, cut off from the fill, was developed as Berkeley's Aquatic Park. The federal government built a recreational harbor adjacent to the Berkeley Pier a half mile into the Bay. The present major landfill areas, both City and Santa Fe-owned, that extend into the Bay, were created by landfill, beginning in 1903 and continuing to the present.



CURRENT PLANS AND ZONING: The current City of Berkeley General Plan and zoning designation for the property is "U" (unclassified). The Bay Conservation and Development Commission has permit jurisdiction for any improvements within 100 feet inland of the shoreline.

ADJACENT PROPERTY USES:

Surrounding and nearby land uses include the 68-acre Berkeley Marina and related commercial-recreational uses (restaurants, office building, Marriott Hotel, marina, chandlery, and boat repair, club house, 13 acres of marina parks, etc.), and the 90-acre sanitary landfill soon to become the North Waterfront Park (8 acres of park are already completed). To the east of the area, across the freeway, is a mix of commercial, residential, and industrial development. To the south is the Emeryville Redevelopment Project Area, for which development of office, hotel, and residential uses is being aggressively pursued. To the north is Golden Gate Fields in Albany.



SUMMARY OF ENVIRONMENTAL RECONNAISSANCE

INTRODUCTION:

In order to make available as much information about the site as possible as a basis for planning, a number of technical studies and surveys were prepared. This information is the same as that assembled in the E.I.R. process after a project has been designed. This anticipation of the E.I.R. process allows for more environmentally oriented design.

CLIMATE/ AIR QUALITY:

Air quality in the vicinity of the site is excellent, as prevailing winds disperse the pollutants. The site is characterized by persistent winds that blow more than 10 miles per hour over 50% of the time. Winds in excess of 10 miles per hour are considered uncomfortable for outdoor activity. Predominant wind direction is from the west, off the Bay. Temperatures are moderate, with July and August normally cooler than June and September due to the presence of fog. All buildings planned for the site should be designed to mitigate wind problems through siting, orientation, and massing of structures and landscaping. Buildings and landscaping should be designed to create sunny, outdoor, wind-sheltered areas. (Source: Donald Ballanti, Certified Consulting Meteorologist)

GEOLOGY:

Bedrock lies about 100 feet below the surface, overlaid by sedimentary deposits and fill. The sedimentary deposits contain Bay Mud and stiff clay. The clay has bearing capacity for all structures. The Bay Mud has limited bearing capacity. A 1956 study for the City indicated that the thickness of Bay Mud varied from about three feet at the Brickyard, to 40 feet at the northwest corner of the Meadow, providing the



GEOLOGY (cont.

Brickyard with the best soils in Santa Fe's Berkeley property. Existing ground surface elevation varies from +9 to +15 feet (MLLW datum). All areas contain soils no worse than other fill properties in the Bay Area that have been developed.

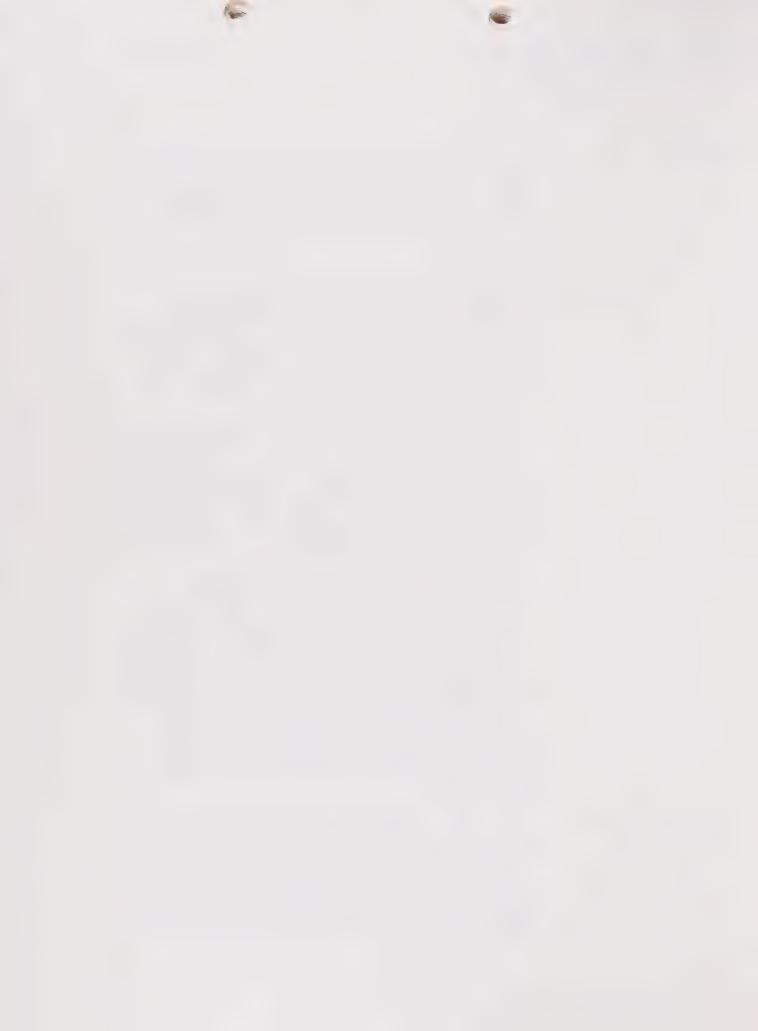
The Meadow and North Basin Landfill consists of a mixture of residential garbage and commercial wastes and soil cover varying in thickness from eight to 20 feet. The Brickyard landfill was composed entirely of clean construction debris averaging 20 feet in depth, including soil cover.

Potential seismic hazards include ground shaking, lurching and instability of the shoreline, settlement, and flooding due to seiche and tsunami. Potential geologic hazards include settlement due to decomposition of garbage, or compression of Bay Mud, and presence of methane gas from decomposing garbage.

All potential seismic and geologic hazards can be mitigated by current state-of-the-art foundation and structural design. Other mitigation features include setbacks from dikes, and possibly elevating the height of dikes or adding or reworking the existing fill. Methane gas generated by decomposing garbage on the Meadows and North Basin Strip can be mitigated by proper venting of structures. (Source: Harding Lawson Associates, Geologists and Geotechnical Engineers)

HYDROLOGY:

Three City storm drains traverse the property and empty into the Bay. Because of high fecal coliform counts resulting from animal waste, these storm facilities present a possible water quality problem. Only very minor portions of the property are within either



HYDROLOGY: (cont.)

100 or 500-year flood zones, which can be mitigated by raising dike levels one foot. (Source: Harding Lawson Associates)

ECOLOGY:

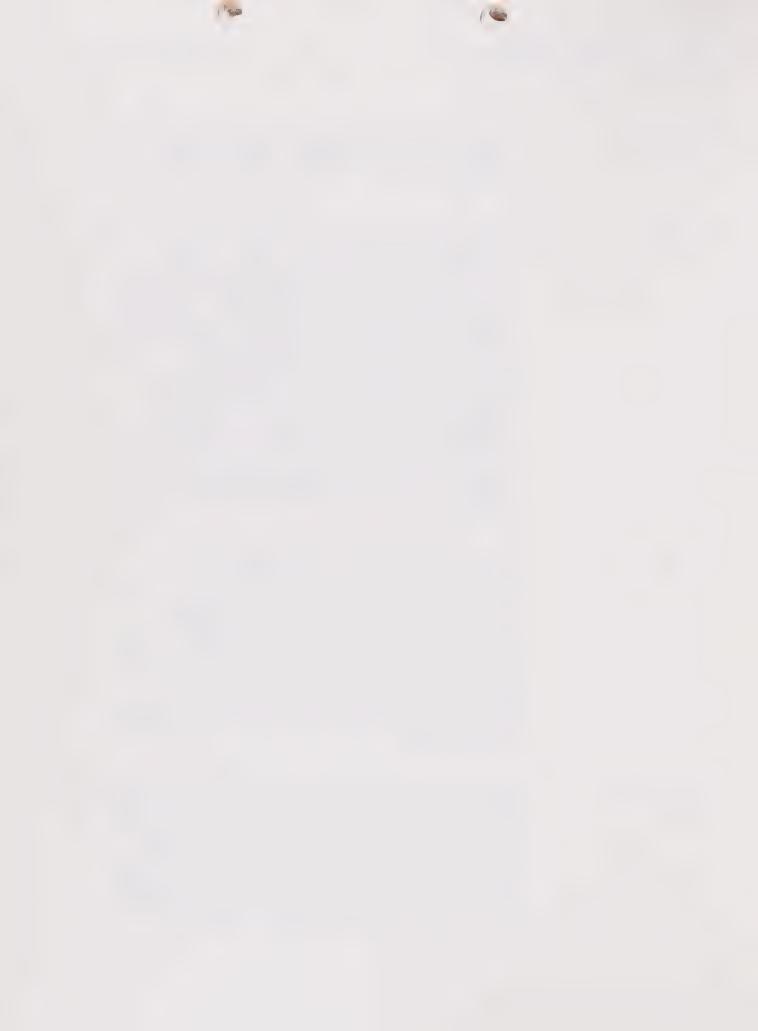
There are no rare or endangered plant or animal species on the site. There is a significant population of shore birds and other birds which make their habitat on the mud flats of the site. In order to protect this habitat from development impact, a shoreline wildlife habitat buffer zone could be established. are no existing significant marsh habitats, although the Brickyard Cove mudflat is potentially suitable for saltmarsh development and a wildlife habitat. The high levels of fecal coliform emanating from City of Berkeley storm drains have contaminated clams and mussels in the vicinity of storm drain outfalls. (Source: Western Ecological Service Co.)

ARCHAEOLOGY:

The conclusion of an archaeological records search was that there are no previously recorded archaeological sites or California Historical Landmarks situated on, or immediately adjacent to, Santa Fe's property. Accordingly, the project site has been determined to have a very low archaeological sensitivity. (Source: California Archaeological Inventory, Northwest Information Center, Department of Anthropology, Sonoma State University)

TRAFFIC AND ACCESS:

CalTrans is now in the advanced planning stage of an I-80 and I-180 Operational Improvement Program which includes the rebuilding of the Ashby, Powell, and University Avenue Interchanges and addition of high occupancy vehicle and mixed flow lanes. This program will significantly improve access to both sides of



TRAFFIC AND ACCESS (cont.)

the freeway. Local street access utilizes Gilman, University, Ashby, and the
West Frontage Road. Existing local street
congestion resulting from a diversion of
freeway traffic should be reduced as proposed CalTrans improvements are carried
out. University Avenue is a major AC Transit bus route, with excess capacity. The
North Berkeley BART station is approximately one mile east of the site. BART
currently has considerable excess capacity
on the Richmond line. (Source: D.K. Goodrich Consulting Group)

UTILITIES:

Existing off-site storm and sanitary sewer, water, gas, electricity, and telephone systems have substantial excess capacity to accommodate future land use. On-site utilities are limited and would require improvement. (Source: Wilsey and Ham, Civil Engineers)

NOISE:

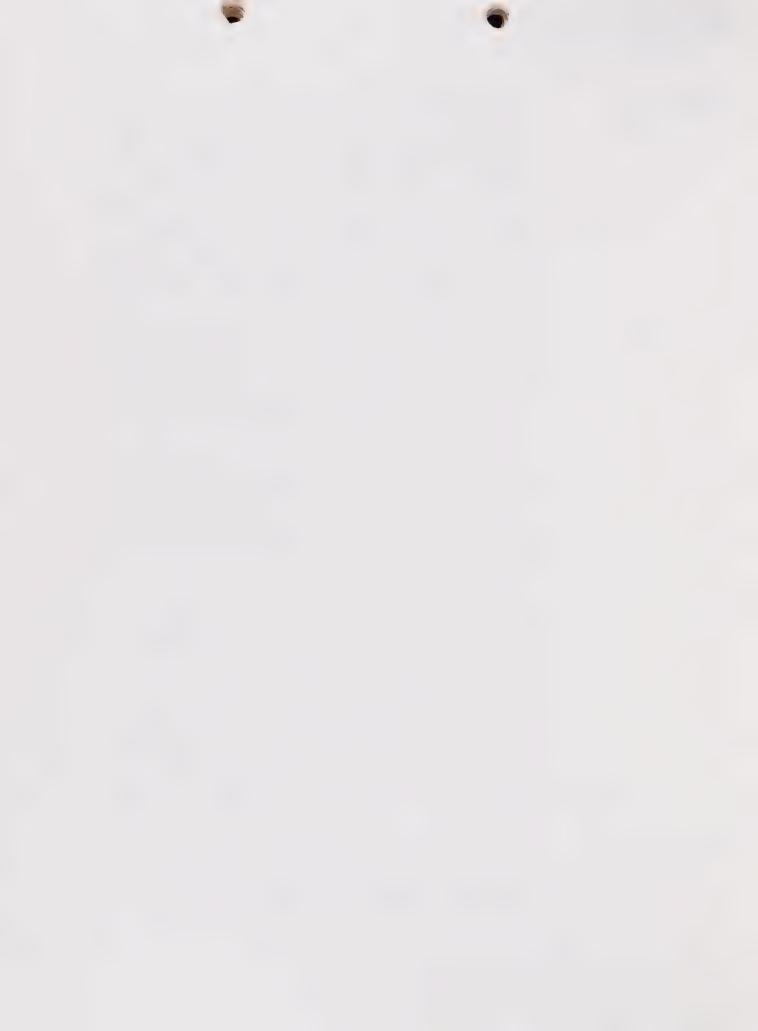
The I-80 Freeway is the major source of environmental noise. Existing and projected noise levels can be mitigated to acceptable levels for all land uses by conventional design. (Source: Charles M. Salter Associates, Consultants on Acoustics)

VISUAL:

The views of San Francisco Bay are a major visual asset in Berkeley. The major views of the waterfront property are from the Berkeley Hills, the West Frontage Road, the University and Gilman I-80 overpasses, and from University Avenue east of San Pablo. Visual impact of new development can be mitigated by providing sensitively composed building massing, and protecting view corridors to the Bay from the hills and other vista points. (Source: Hall, Goodhue, Haisley and Barker, Architects/Planners)

CONCLUSION:

The above studies found that for the use of the site for almost any purpose, there are very few physical constraints, and these minimal limitations can be corrected by normal mitigation measures.



SUMMARY OF MARKET AND FISCAL FINDINGS

MARKET:

Market demand was evaluated for a broad range of land use for development opportunity. From a market standpoint, the site has several outstanding assets: exceptional water orientation and views, excellent location and visibility adjacent to the freeway and central location within the Bay Area, enabling it to serve East Bay and Bay Area-wide markets as well as local Berkeley markets.

The Bay Area regional economy is one of the strongest in the U.S. due to its diverse economic base, of which an important component is the high technology sector. The vitality of San Francisco as a headquarters for business, tourism, Pacific trade, the arts, and other activities creates a strong regional economy from which the site can benefit. The local Berkeley economy is dominated by the University and related educational services. With the exception of a few medium size firms, the Berkeley private sector economy is otherwise characterized by small firms in a broad range of retail, service, light manufacturing, crafts, and other entrepreneurial activities for which the site could provide opportunities for existing firms' expansion as well as relocation of new firms from elsewhere.

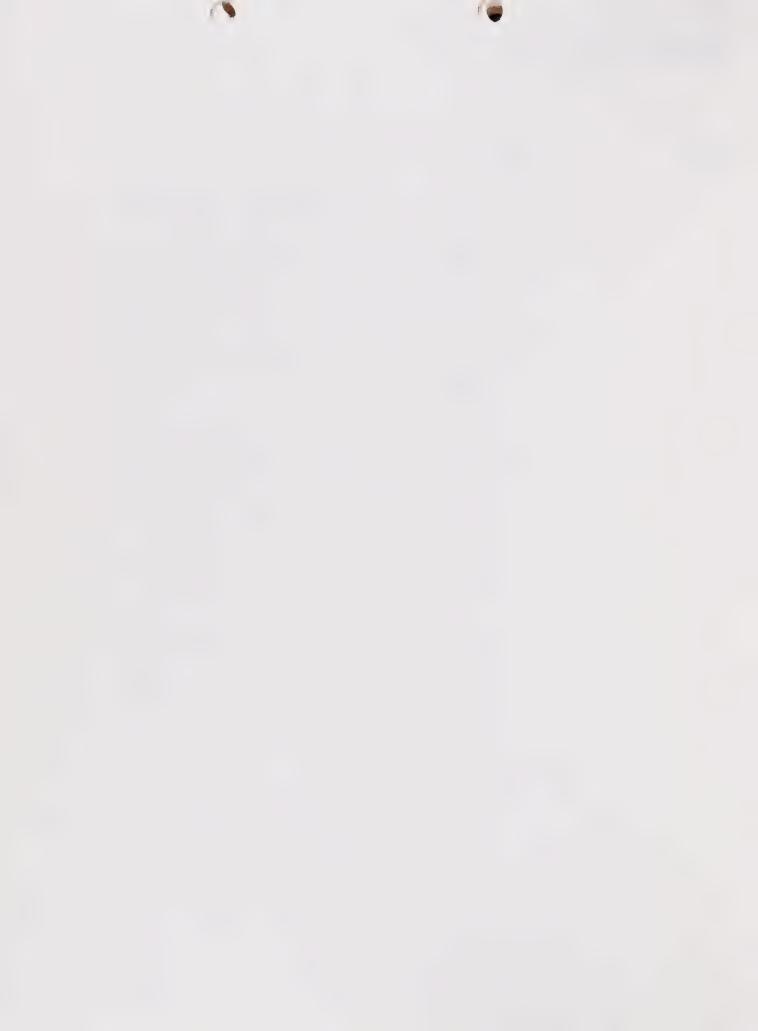
The local population is composed of a mix of incomes, ethnic groups and life-styles covering a fairly broad spectrum from affluence to lower income. There is a lower income minority population which is predominanty located in south and west Berkeley.



MARKET (CONT.)

Commercial land uses were evaluated with the following conclusion:

- -- Retail Market opportunities exist for retail type projects ranging from concepts with department stores to concepts that are comprised of small shops and restaurants. Some concepts would be competitive with downtown and would therefore not be acceptable to the community. Market support exists for additional restaurants and other types of eating establishments, particularly if integrated in a mixed use development.
- Office The site has the capacity to serve regional Bay Area demand and some different market segments than downtown Berkeley. Over a multi-phase build-out, there are opportunities to develop tenancies for substantial amounts of space, since regional office development is expected to continue over the longer term future. Berkeley's workforce is largely white collar, with 55% of the employed persons commuting to other cities, primarily San Francisco. It is believed that office development could attract a number of these workers to employment on the site as an alternative to commuting, and open up employment oportunities to other residents of Berkeley currently unor under-employed.
- -- Hotel With the continued growth of the Bay Area as a regional office center, and of tourism, market opportunities exist for new

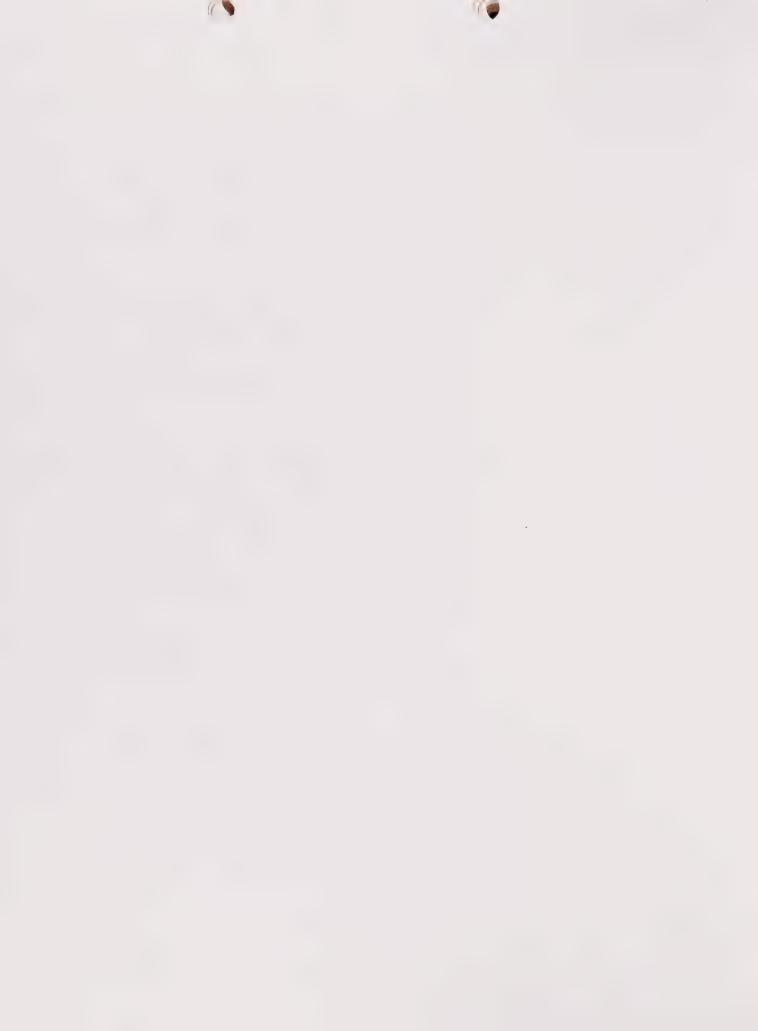


MARKET (cont.)

hotel development. The site has the advantage of freeway access and visibility and proximity to downtown San Francisco. Locally, the University creates demand for hotel rooms and conference facilities. Development of a conference center would add to the probability that a cluster of motels/hotels could be supported.

- -- Marina Market support exists for large scale marina development in both the north basin and south basin areas. Given the shallowness of these areas, however, the cost of dredging will likely preclude financial feasibility without public assistance.
- -- Amusement and Commercial Recreation Uses in the category run such a
 range, from indoor raquetball to
 hundred-acre type theme parks, that
 generalities are difficult. Given
 the outstanding access, most uses
 would likely be feasible. The wind
 conditions on the site would make
 it a less desireable location than
 others in the Bay Area for some
 types of outdoor amusements. Indoor
 athletic clubs and other recreational activities would have market
 support, particularly if integrated
 in a multi-use project.

Residential uses of all types and price ranges, catering to a broad spectrum of household needs, were evaluated. From a purely market standpoint, almost all groups would be willing to buy or rent at the site. However, it is concluded that only the upper end of the income spectrum could afford units built on the site, unless substantial public subsidies were available.



MARKET (cont.)

Industrial uses were also evaluated with the conclusion that the site could serve manufacturing, warehousing, and Research and Development (R&D) type uses. Of the industrial group, the site is most appropriately suited for R&D uses, for which market opportunities are enhanced by the presence of the University and existing nucleus of high-tech firms.

In summary, from a purely market standpoint, the site has the opportunity to serve as a location for a broad range of land uses, largely centering in the commercial category. (Source: Keyser Marston Associates, Inc., Land Use/Economic Analysis)

FISCAL:

A preliminary assessment of the City of Berkeley's budget was undertaken to determine if the budget would be affected by development of Santa Fe's property and if so, how those effects would vary by different land uses. This analysis is particularly relevant in an era of budget deficits, curtailing of services, cuts in social programs, and the continuation of controversial financing mechanisms such as assessment districts.

The cost assessment was based on an analysis of the City's budget and interviews with the heads of the police, fire, and public works departments, coordinated through the City Manager's office. No differing costs by land use could be identified at this time.

Public works services can be provided to the site without hiring additional personnel or purchasing new equipment.

The cost of increased police service to the site was the only significant marginal cost identified by City departments.



FISCAL (cont.)

Such costs will occur if significant development occurs, despite the fact that all new development would likely have its own security system. The City estimates the cost to be up to \$260,000/year, which will cover personnel salary, benefits, and equipment costs of a new police beat to serve Berkeley west of the freeway.

Fire protection can be provided without hiring additional personnel or purchasing new equipment, assuming that the development is built to existing fire codes and contains its own life safety system. There has long been a desire on the part of the Fire Department to have a station west of the freeway.

Santa Fe expects to absorb capital costs for internal streets and utilities serving its development. There is some question as to the capacity of a nearby sanitary sewer pump station; if replacement of that station is necessary, the developer would absorb that cost as well.

It is recognized that new development will generate some increment in the cost of General Government services. Such costs can be estimated using a number of different methodologies but selection among these is most appropriate when it can be related to a development plan.

The major revenues generated by development at the site are property taxes, sales taxes, business license fees, and hotel taxes, depending on the uses developed. Revenue rates were applied to a common denominator of space at 100,000 square feet (SF) to enable comparison of land uses.



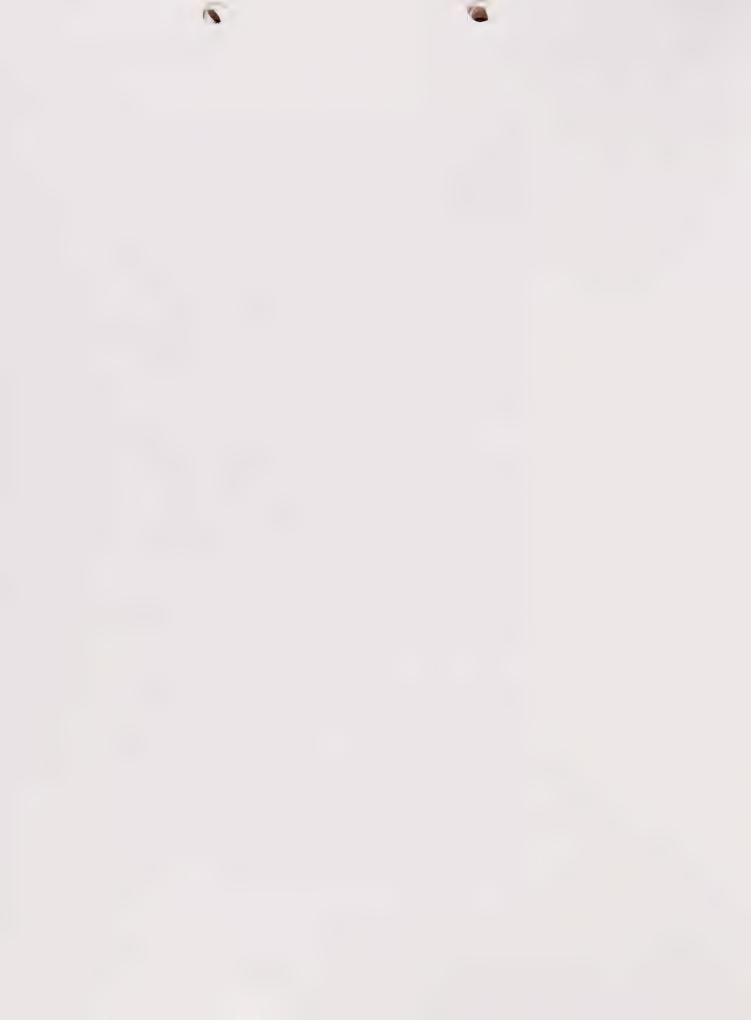
FISCAL (cont.)

For a retail complex of 100,000SF, property tax receipts are estimated to total \$43,000; sales taxes are estimated to amount to \$250,000; and business license fees would range from \$15,000 - \$20,000. Total receipts would thus be on the order of \$300,000 per year.

Residential development generates primarily property taxes. Assuming that a 100,000 SF complex were built and sold at prevailing prices, property tax receipts to the City would total approximately \$55,000 per year. If a major residential complex were to be developed, there would be a significant amount of property transfer tax generated.

If a 100,000SF office complex were developed, over \$40,000 in property taxes would result annually, based on the combined value of the building and improvements to the land. No sales taxes are generated directly by office development, although office workers obviously contribute to sales taxes indirectly. Business license fees could amount to another \$50,000 annually. Thus, total revenues from this increment of office development would be at least \$90,000 per year.

Industrial development (excluding R&D space) of 100,000SF would generate property taxes at \$20,000 per year, if typical industrial park type buildings were constructed. Business license fee receipts would be lower, because of differences in the fee schedules. Total receipts from industrial development are estimated at almost \$30,000 per year. If R&D space were developed at the site, total tax receipts would be similar to those for office development.



FISCAL (cont.)

A 100,000SF hotel would consist of approximately 165 rooms. (The Marriott is 241 rooms). Development of a good quality facility would generate over \$50,000 in property tax receipts for the City annually. Sales tax receipts from the sale of food and beverages would amount to over \$10,000 per year. Business license fees would be over \$25,000, and hotel taxes would be over \$425,000 per year. Total revenues from a hotel development of the size indicated are estimated at well over \$525,000 per year.

In summary, it may be concluded that a reasonable mix of land uses developed on the property would produce additional revenues to the General Fund to more than cover the largest quantified cost. (Source: Keyser Marston Associates, Inc.)

EMPLOYMENT ISSUES AND OPPORTUNITIES

EMPLOYMENT ANALYSIS:

The issue of high unemployment is of major concern to Berkeley leadership and citizens, particularly those citizens who are negatively impacted. In reviewing the job-generating potential of a new development, the issue will not be one of simply providing "jobs." There will be questions raised about the nature and intent of the jobs; what kind of jobs; are they "meaningful" or "dead end" jobs; jobs for whom and for what segment of the community?

As background for developing issues/ options relative to establishing ways of impacting Berkeley's high unemployment, the following analysis was undertaken:



- Reviewed Berkeley's labor force profile;
- o Reviewed Berkeley's unemployment profile;
- o Reviewed Berkeley's past efforts to reduce unemployment;
- o Attempted to identify the optimum employment/industry match;
- o Attempted to identify alternative job generation strategies and impacts.

The findings are as follows:

- o The educational level of Berkeley citizens, including Blacks and other minorities, is generally high.
- Occupational opportunities in Berkeley are limited. For the foreseeable future, opportunities will be in the white collar services and retail trade occupations, and will be focused on the presently growing retail trade and sundry service areas.
- O Unemployment among Blacks and Native Americans is disproportionately high.
- o The area of greatest need for the greatest number of Berkeley residents is entry level jobs with growth potential, particularly for minority residents.



Santa Fe/Berkeley Waterfront Page Fifteen Background Information 0 The beginning-skill-level jobs with the greatest potential for future growth are those in service, retail, and finance, insurance and real estate. Beginning level occupations within these industries include: Clerical - secretaries, cashiers, miscellaneous clerical, bookkeepers, accounting clerks, word processors. Service - cooks, waiters/wait-2. resses, lodging quarters cleaners, dining room attendants, food counter/fountain workers. 3. Sales - general sales work. (There may also be some opportunity for beginning-skilllevel opportunities within high tech industries (e.g., production workers in electronics, telecommunications, instruments, biotechnology), but Berkeley has had a past history of failing to retain or attract such companies.) The land uses that would best 0 provide facilities for the above mentioned industries/occupations would include: office buildings 1. 2. retail stores hotels 3. entertainment and amusement 4. facilities restaurants, drinking places 5.

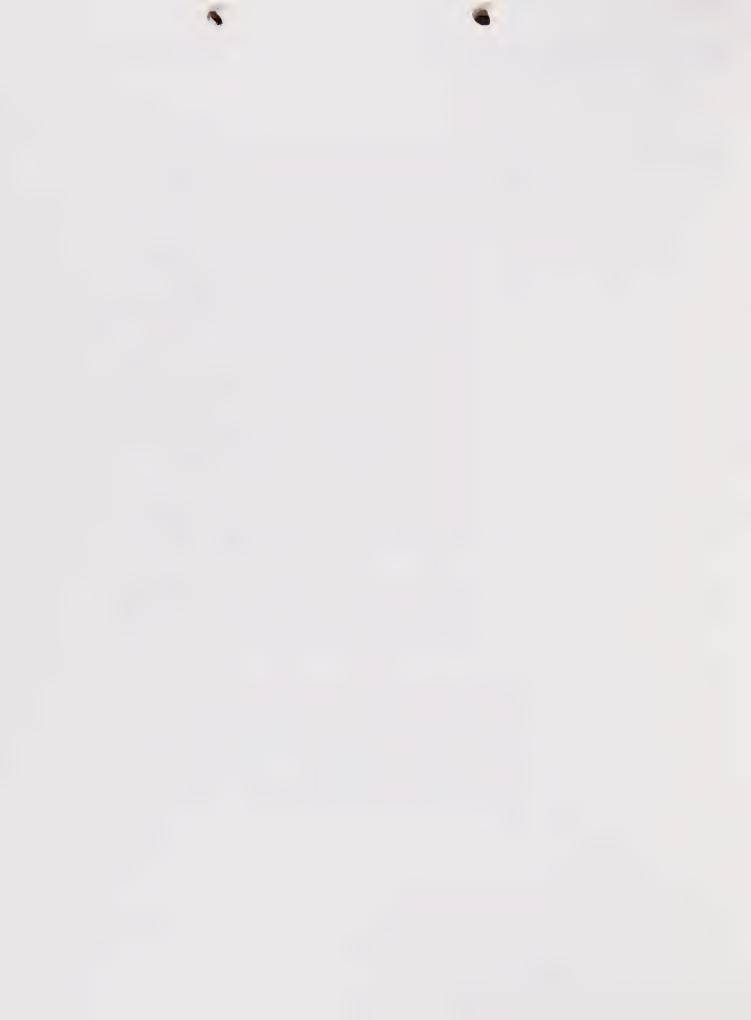


BERKELEY (cont.)

To develop an effective jobs policy that would have the most impact on the greatest number of unemployed would require, among other things, the following:

- Augmentation and suport of the present infrastructure of jobs training as a short-range policy. This intervention may require provision for stipends/ support to trainees, incentives to employers for employment development, and improving the lines between training programs and the specific occupational requirements of local employers. The focus of any such support should be strictly on programs that train for jobs in the growth sectors of Berkeley's economy and the economy of the surrounding area.
- o Development that would generate entry-level jobs with growth potential as a long range policy.
- o The focus of any jobs program should be on residents in southwest and west Berkeley, because of the extraodinarily high rates of unemployment in these areas.

In summary, the focus of any jobs strategy should be on development that generates jobs in the area of greatest need for the greatest number of people. That area of need is entry-level jobs with growth potential. (Source: Jefferson Associates, Inc., Mitigation Planning)



OWNER/DEVELOPER:

Santa Fe Land Improvement Company 224 South Michigan Avenue Chicago, Illinois 60604 (312) 427-4900 Douglas Hall, President

LAND USE/

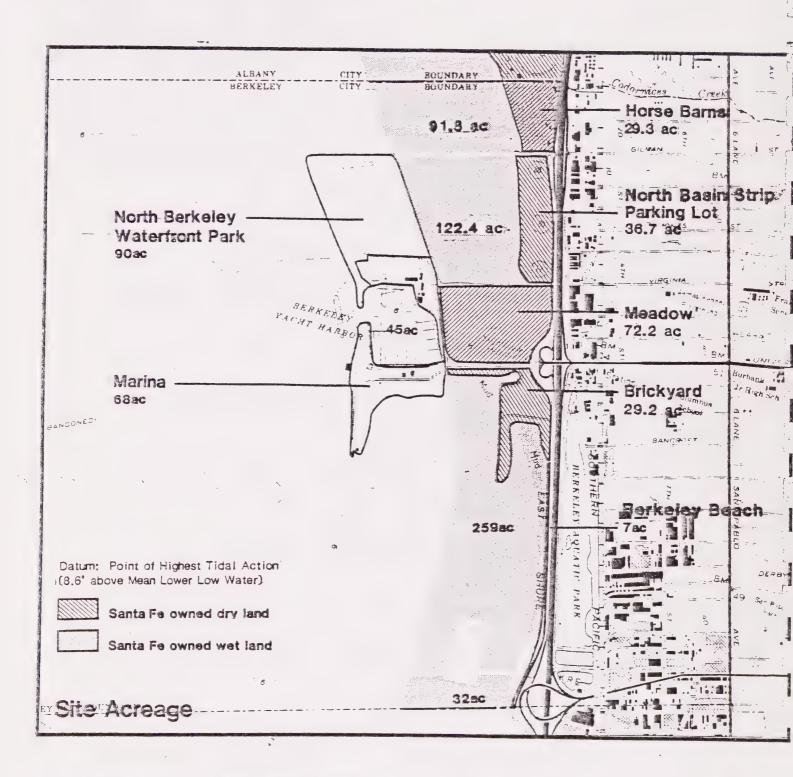
Keyser Marston Associates, Inc. ECONOMIC ANALYSIS: Golden Gateway Commons 55 Pacific Avenue Mall San Francisco, California 94111 (415) 398-3050 A. Jerry Keyser, President

ARCHITECTURE/ URBAN DESIGN:

Hall, Goodhue, Haisley & Barker 100 Stevenson Street San Francisco, California 94105 (415) 543-1212 Gordon Hall, AIA, AICP, Principal

MITIGATION PLANNING: Jefferson Associates Incorporated 683 McAllister Street San Francisco, California 94102 (415) 931-3001 James Jefferson, President





Berkeley Waterfront

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CITY OF BERK LEY

USE PERMIT APPLICATION

FOR ING DIVISION USE ONLY
DATE:
FEE PAID: BY:
USE PERMIT NO:

number vehice proper Devel Propose Proper Pr	ssion is hereby request to: (Describe propor of employees, hours of les involved, distances rty lines, etc.) op our Berkeley waterfront propour Berkeley waterfront propo	esed use in detail, of operation, number of operation, number of buildings/additional operation accordance we cle): A name for the product of the neighboratal to the neighboratal	including and kind of sions, etc. to ith the attached plan ject has not been selected because
number vehice proper Devel ** NAME ** This (See See See See See See See See See Se	to: (Describe propor of employees, hours of les involved, distances rty lines, etc.) op our Berkeley waterfront propour Berkeley waterfront p	esed use in detail, of operation, number of operation, number of buildings/additional operation accordance we cle): A name for the product of the neighboratal to the neighboratal	including and kind of ions, etc. to ith the attached plan ject has not been sel rhood because
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This (See S	use will not be detriment ection 20.2) ed development conforms in s	ntal to the neighbor	rhood because
Propos proper	ed development conforms in s		
proper		cale, height, and densit	y to adjacent
	ties across the I-80 freeway,		
There		and continues existing	street patterns.
	are no contiguous abutting re	esidential neighborhoods	•
. Plans	Required: PLOT/SITE PL		
ATTAC	EBY STATE THAT THE INFO MENTS HERETO IS TRUE A ONDITIONS OF ANY USE PE	RMATION CONTAINED A ND ACCURATE AND SHA	LL BE THE TERMS
SIGNA'	TURE:	all DATE:	12/8/83
! NAME:	Gordon Hall (Please Print)	PHONE:	415/543-1212
ADDRE	SS: 282 Second Street	CITY San Francisco	ZIP 94105
NER'S A	THORIZATION (Required whe	n application submitted chaser of property und	
GHATURE:	Donker W Auer	Douglas HalDATE: 12/8	/83



From what area do you expect the majority of your customers? Immediate neighborhood
Several neighborhoods X Passing traffic X City-wide X larger area X
Explain Visitor accommodations
Do you expect your customers to come from a particular group, distinguished by
Age No, Ethnic Background No Economic level No, Special interest No
Explain
ESTABLISHMENTS SERVING FOOD OR DRINK
Proposed seating 2,000 Maximum capacity under Code Not applicable
Will you serve beer Yes, wine Yes, liquor Yes? With meals only? No
separately? Yes at a bar? Yes Are you aware of State Department
of Alcoholic Beverage Control regulations? Yes No
What type of cooking will you feature? All types
How will cooking odors be controlled? Mechanically
What arrangement will be made for garbage? Enclosed dumpsters or similar storage
devices
Will you provide entertainment? Yes X No _ Of what type?
Related to visitor accommodations and commercial recreation.
Will there be live music? Yes recorded? Yes amplified at what level?
70-95 dbA at typical listener position.
Shall sound control be provided? Yes
What are the assurances that sound control will be adequate? Conform to city noise
ordinance.
When will sound controls be installed? During construction

Who is responsible for assuring that the business operates as described above? Douglas Hall, President, Santa Fe Land Improvement Company

DATE/December 8, 1983



CITY OF BERKELEY CONTENENSIVE PLANNING DEPARTMENT Zoning Division

THE DEPLOY AND TO SECURE OF THE PARTY OF THE	P #
Property Address Berkeley Waterfront Proposed Use Refer to a	
Applicant Santa Fe Land Improvement Company Previous Use Parking an	Description and Vacant
Mailing Address P.O. Box 7607, Berkeley, CA. 94707 Phone 312/4	127-4900
What are adjacent uses (sides and rear?) Freeway (east), Race Track	k (north),
Parking Lot, Hotel (west), Bay (south)	
Is this an existing building? Yes No \underline{X} . If yes, has a Change	of Occupancy
Inspection been made by the Codes and Inspection Division? Yes N	io
What changes will be made in the building?	
What will be the days and hours of operation? (weekdays? weekends?)	Some will be
open 24 hours, weekdays and weekend.	
Are you renting $\underline{\hspace{0.1cm}}$, leasing $\underline{\hspace{0.1cm}}$, or buying $\underline{\hspace{0.1cm}}$ the property? Is the tra	ansaction
contingent on obtaining this use permit? Yes No \underline{X} . Explain	
Will you work in this business personally? Yes	
How many employees will you have? Total 12,000 Per shift 11,00	0 maximum
How many customers do you expect at one time? 333	
When will be your busiest hours? 8:30 to 5:30	
What is your experience with this type of business?	
Is this a franchise establishment? Yes No $\frac{X}{}$ If yes, describe	
Will you provide parking for customers? Yes X No How many space	es? <u>300 (retail)</u>
for employees? Yes X No How many space	es?8,450
Will parking be on the same property? Yes If not, explain	

Is there an existing parking lot? Yes $\underline{\hspace{1cm}}$ No $\underline{\hspace{1cm}}$



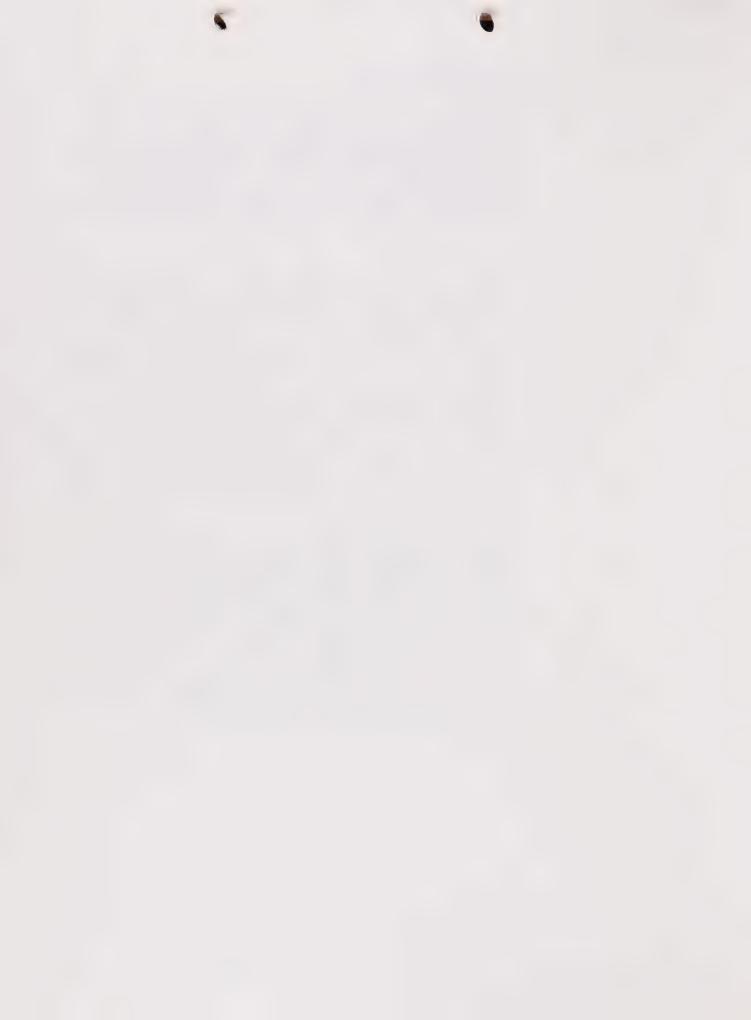
PROJECT DESCRIPTION

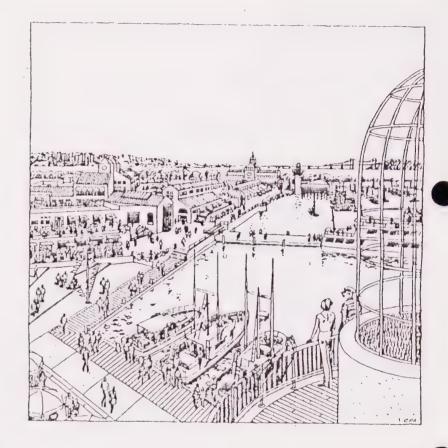
The following chapter briefly reviews Santa Fe's proposal for the Berkeley Waterfront. Additional information on Santa Fe's waterfront lands may be found in Environmental Reconnaissance of the Berkeley Waterfront (July, 1983). The development proposal is explained more fully in The Waterfront at Berkeley: Santa Fe's Concept for the Eastshore (November, 1983).

INTRODUCTION

Ownership, Location, and Acreage — Within the City of Berkeley, Santa Fe Land Improvement Company owns 174 acres of dry land and 505 acres of wetland. The ownership includes all of the land, both dry and subject to tidal action, lying immediately west of Interstate 80 and the Frontage Road, from Emeryville on the south to Albany on the north. The western boundary is the City-owned marina property and its underwater extensions north and south. The 174 acres of Santa Fe dry lands includes the Meadow (72 acres), the South Basin Shoreline (7 acres), and the North Basin Shoreline (66 acres). All of the dry lands are presently vacant, although approximately 47 acres are under lease to Golden Gate Fields for use as a parking area (see Figures 1 and 2).

Adjacent Property Uses — Surrounding and nearby land uses include the 68-acre Berkeley Marina and related commercial-recreational uses (restaurants, office buildings, Marriott Hotel, marina, chandlery, boat repair, club house, and 13 acres of marina parks) and the 90-acre sanitary landfill soon to become the North Waterfront Park (8 acres of park are already completed). To the east of the area, across the I-80 freeway, is a mix of commercial, residential, and industrial development. To the south is the Emeryville Redevelopment Project Area. To the north is Golden Gate Fields racetrack in Albany.

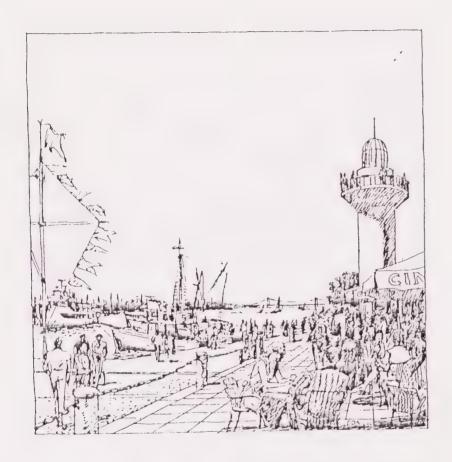




Marina Plana

The waterfront is most active at Marina Plaza The terry loads and unloads passengers at Ferry Landing. A waterfront promenade leads from the north observation tower past a variety of shops, restaurants, and galleries to the Public Market and south observation tower People stroll along the water's edge to enjoy the sights of boots and water.

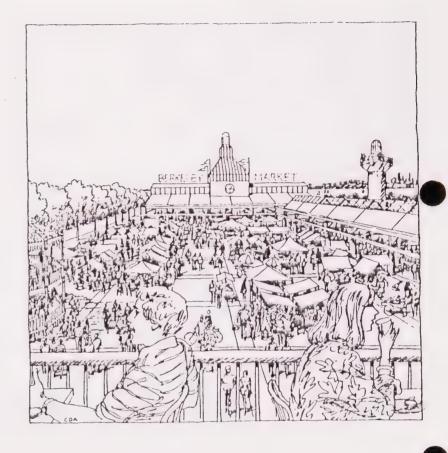






Ferry Landing is a place for people a place to enjoy views of the marina and Golden Gate Bridge from an outdoor case or from seraced steps leading to the water Passengers line up for excursion boot rides on the bay Fishing boats dock along the marina edge with fresh tish to sell.





Berkeley Marketplace

The Market Square provides a place for weekend bazaars, craft shows, flea markets carnivals and farmers markets Vendors inside the Public Market sell besh fruit, vegetables, fish, and flowers



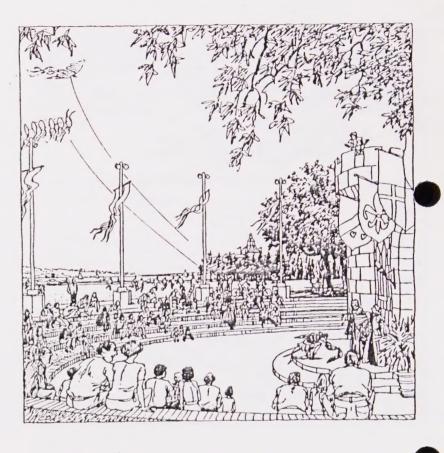






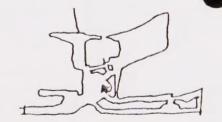
Along the edge of the Berkeley Crescent buildings and park sweep in a tree-lined curve to the waterfront Across from the park are offices, holels, shops, and restaurants. Pedestriam walkways connect through the mixed-use development to the North Sailing Basin and the Marina Plaza





Berkeley Crescent

The Berkeley Crescent is the place for open air activities of all sorts outdoor theater, kite flying, trisbee games, sunbathing, jogging, or picnics, Local acting and music groups use the theater for weekend and evening performances.

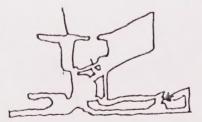


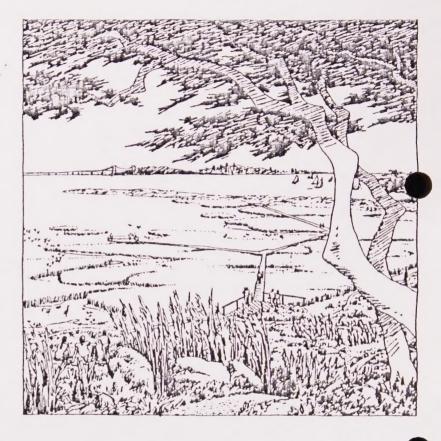




Shoreline Park

The walkways and bicycle paths of the Shoreline Park extend from Albany to Emeryville Offices and shops along the Scenic Drive border the northern part of the park Small sallboats and paddleboats head from the community plet into the North Sailing Basin. Fishermen cast their lines from the rocky shore. Joggers and bicyclists pass as picnickers seitle on the grassy banks to enjoy the view.





Brickyard Natural Area

At the Brickyard are observation platforms and boardwalks over a restored welland, home for shorebirds, herons, terns, gulls and waterfowl. From the picnic area to the tip of the Brickyard, the noise of the freeway dies away. Families of samdpipers rise from reedbeds at the sound of footsteps. Views stretch across the bay to the Golden Gate Bridge, San Francisco, Oxikland, and back to the protected welland cove.

